BROADCASTING

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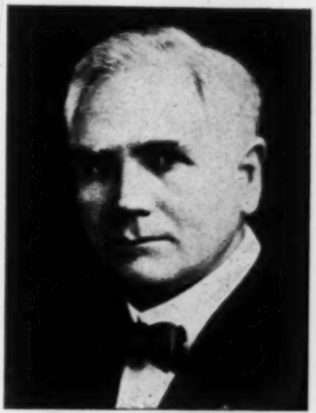
Session of Radio-Minded Congress Nears

By SOL TAISHOFF

Couzens Warns Broadcasters to Cure Advertising Evil; Old Bills to be Reintroduced; Robinson Term Expiring

Senator Couzens

RESPONSIBILITY for radio legislation during the forthcoming session of Congress will rest with Senator Couzens, of Michigan, Chairman of the Interstate Commerce Committee, and Rep. Davis, of Tennessee, who with the Democrats apparently in control of the House, is probably next Chairman of the Merchant Marine Committee



Representative Davis

LEGISLATIVE tom-toms already beating on Capitol Hill are calling into session next week the Seventy-second Congress of the United States. To the radio world at large this heralds the renewal of much palaver about radio and more attempts to legislate for American broadcasting.

Events which transpired toward the close of the last session of Congress and during the recess, some aimed at undermining and even destroying the existing radio structure, are responsible for a certain restiveness on the part of broadcasters as the new Congress is about to convene. They are fearful lest Congress yield to the anti-radio campaigns now in swing, and they are not unmindful of the fact that radio is being ogled by a growing Congressional element as a bouncing new political football.

The Congress that convenes Dec. 7 will be more worldly wise on matters of radio than of its predecessors. Outside of a very small group of its members, nevertheless, it knows nothing about the vicissitudes that broadcasting as a business is still encountering. It may be prone to heed the high-soundin phrases voiced by opponents of Radio by the American Plan and to curry political favor from such factions.

The danger is real. Were it not for the disturbed economic situation, entailing unemployment relief, new tax schedules, foreign war debts and other problems of major importance, Congress might blunder into the political radio morass camouflaged by these lobbying factions. Some members are already on the warpath, raising alternately the cry of too much commercialism and of monopoly.

To Dip Into Radio

EVEN with the press of economic problems before it, Congress may find time to dip into broadcasting. On the part of the broadcasters, as evidenced by their recent resolutions, it will find them willing and ready to cooperate in framing constructive legislation. Nor are the broadcasters without their friends on Capitol Hill; radio as a campaigning medium is only too valuable to political candidates. They know it for they are regular seekers after favors from the radio people.

And this Congress probably will not be disposed to accede to demands for government ownership, which in the last analysis is what the enemies of present radio want, for many and various reasons. In the absence of a system of taxing radios to support broadcasting, it is necessary for the broadcasters to support themselves by advertising—no feasible or reasonable alternative has yet been offered even in Congress.

Robinson Term Expires

WITHIN a few weeks the Senate will consider confirming the appointment of a Federal Radio Commissioner. The two-year term of Commissioner Ira E. Robinson, of West Virginia, expires Feb. 23, and President Hoover must submit his nomination for the post in advance of that date. While there is no assurance that he will be reappointed it is not improbable that he will be. It is no secret, however, that his second zone portfolio is coveted by a number of persons.

Judge Robinson faced stiff opposition two years ago on his reappointment because of his anti-monopoly views and his public utility concept of radio. He was reappointed after Congressional leaders went to the White House and informed President Hoover that unless his name was included the Senate would hold up the entire schedule of five appointments.

The depression itself will be responsible for the introduction of legislation which, were it not preposterous, might be serious. Representative LaGuardia, Republican, of New York City, says he will introduce a measure forcing the radio industry to contribute $100,000,000 to the Federal revenue chest. He would have Congress levy a tax of 25 per cent on the gross revenues of all broadcasting stations from the sale of time. A ten per cent tax on retail sales of apparatus, both transmitting and receiving, would make up the balance of the proposed $100,000,000 radio jack-pot.

But there are really more serious radio spectres that lurk about the spacious corridors of the Capitol and that again will find their way into the House and Senate chambers. One group—the educational faction—is seeking to obtain 15 per cent of the broadcast frequencies, more or less, for accredited educational institutions. They have found a proponent in Senator Fess, Republican, of Ohio, himself a former educator and also chairman of the Republican National Committee.

The other group represents the American Society of Composers, Authors and Publishers, better known as the "Copyright Owners," who would like to have Congress enact legislation giving further protection and strength to the song-writers and publishers. Representative Vestal, Republican, of Indiana, chairman of the House Copyright Committee during the last Congress, is author of the copyright legislation that failed of enactment at the last session.

Both bills were opposed at the last session by the National Association of Broadcasters. They will be reintroduced in the new Congress. Strong efforts will be made by powerfully organized and wealthy groups to force the legislation through.

Six Bills Loom

A CANVASS of radio leaders of both the House and Senate discloses that the following bills having a direct bearing on broadcasting will be introduced during the early days of the session:

1. By Senator Fess, Republican, of Ohio—A bill which would allocate for education, under Federal supervision, 15 per cent of the broadcasting frequencies. The measure will be identical with that introduced at the last session.

2. By Representative Vestal, Republican, Indiana — Reintroduction of a bill to consolidate the copyright measures which died at

the last session. Mr. Vestal said the new bill would embody "some" of the modifications suggested by the Senate committee after hearing testimony by broadcasters, but he did not indicate that all of the features objectionable to broadcasters would be eliminated.

Commissioner Robinson

3. By Senator McNary, Republican, Oregon—A bill amending the Radio Act of 1927 to make it illegal to broadcast lotteries, because newspapers, under the postal laws, are prevented from accepting similar advertising. The form of this bill has not been divulged, but Senator McNary called upon the Federal Radio Commission to draft the proposed legislation. In general, the broadcasters favor some form of legislation along this line.

4. By Senator White, Republican, Maine—A bill to amend the appeals section of the Radio Act of 1927 so that either necessity for procuring construction permits will be repealed or an appeal from decisions of the Commission on construction permits will be made possible.

5. By Senator Couzens, Republican, of Michigan—Reintroduction of the Couzens Bill for the creation of a Federal Commission on Communications to assume the functions of the Radio Commission, the Radio Division of the Department of Commerce and the communications activities of the Interstate Commerce Commission. The measure would also amend in many respects the existing radio law. While, from the regulatory standpoint, this bill is by far the most important piece of radio legislation ever introduced, it is virtually conceded that it cannot complete the legislative gauntlet at the coming session.

6. By Representative LaGuardia, Republican, of New York—A bill to provide for the levying of flat taxes of 25 and 10 per cent, respectively, on gross revenues of broadcasting stations and on sale of receiving and transmitting apparatus in the hope that $100,000,000 will be derived therefrom for the Federal Treasury.

Representative Lehlbach

Dill and Davis Quiet

UNKNOWN are the plans of such members of Congress as Senator Dill, Democrat, Washington, coauthor of the Radio Act, one of the best informed men on radio in Congress; Senator Glenn, Republican, Illinois, and Representative Ewin L. Davis, Democrat, Tennessee, who evidently is slated to become chairman of the House Merchant Marine Committee as successor to the new Senator White, in view of the possibility that the Democrats will organize the House.

Senator Dill and Representative Davis are expected to be very much in the radio legislative picture, though they have not spoken much about radio in recent weeks. The latter is the author of the Davis equalization amendment, enacted two years ago to require a zone and state equalization of broadcasting facilities.

Senator Glenn declared he has not yet decided whether he will reintroduce his bill which would give labor a full-time assignment on a clear channel with 50 kw. The situation has changed within the year and WCFL, Chicago, is now operating full time on the KJR, Seattle, clear channel. It does not, however, have the maximum power.

Senator Dill

Broadcasters are themselves well aware of the wave of resentment against excessive advertising. The plaint is heard from every quarter. It has been picked up by reformers as the bludgeon with which to smash the present method of broadcasting, and by competitive advertising media which oppose the alleged inroads of broadcasting.

Congressional leaders and Federal Radio Commissioners now are echoing this cry. By President Hoover, Radio by the American Plan has been proclaimed as the best in the world. But some broadcasters, in a few glaring instances, have overstepped the bounds, and are bringing down the wrath of the public upon the entire industry. Radio's own yardstick was proclaimed at the recent NAB convention: "There is not too much advertising on the air, but there is too much poorly done."

Broadcasters Warned

CONGRESS, as a body, does not want to interfere with radio programs. Some of its key men warn, however, that unless concerted action is taken by the industry, public sentiment may force it to enact some sort of legislation to restrict radio advertising.

Senator Couzens, of Michigan, chairman of the Interstate Commerce Committee, which originates radio legislation in the upper chamber, gives the assurance that nothing tangible will be done about advertising at this session, but cautions that broadcasters had better get together on some self-regulation. Recognized as fearless and outspoken, Senator Couzens predicted that Congress will not be inclined to heed the "propaganda" of the Ventura Free Press and of other minorities which seek a government monopoly of broadcasting.

"We would have to change the whole fundamental structure if we undertook to censor advertising," he said. "As I see it, there is no middle ground, and it is either a question of private operation of broadcasting on a proper basis or of outright government control. I am a consistent listener, and although I am wholly disgusted with the whole broadcasting situation, I confess that some programs are nicely done and the advertising is subtly presented. I do not propose to offer legislation designed to censor advertising, but, if the broadcasters do not eliminate the bad material, the people will make them do it through Congress."

Periodic outbursts of political oratory against this radio evil or that naturally will occur during the approaching session. Many members on both sides of the Capitol are aroused over local conditions. More than a dozen radio stations have been ordered off the air by the Commission during the year, and more than a dozen Congressmen have heard protests from constituents and are prepared to attack the Commission at the first opportunity.

Freedom of speech and religious tolerance on the air will be certain issues as a result of the Commission's recent removal of KGEF, Los Angeles, and the silencing of its pastor, Rev. Robert P. Shuler. Bishop James Cannon, Jr., Methodist Episcopal Church, South, avowedly plans to make the Shuler case a national political-religious issue.

Politics and WJKS

ANOTHER Radio Commission case apparently having earmarks of politics is that growing out of the Commission's order deleting WIBO and WPCC, Chicago, to make way for WJKS, Gary, Ind., on the 560 kc. channel. The Chicago stations now are operating under stay orders from the Court of Appeals. The case superficially will raise the question of property rights but chiefly will test the validity of the Commission's quota regulations.

Senator White

The Indiana delegation "consulted" the Commission about the WJKS application, and Mrs. Mabel Walker Willebrandt, former assistant attorney general, was counsel for the Indiana station, owned by Ralph Atlass, of Chicago. The Commission reversed the recommendation of Chief Examiner Ellis A. Yost against granting the WJKS application.

Senator McNary

The Radio Corporation of America anti-trust case, which became a favorite topic in Congress last year, may be due for considerably more agitation.

Committee organizations in the two houses will not be worked out until the new session is under way. At this writing, only one vacancy exists on the Senate Interstate Commerce Committee, and it is possible that Senator White will get the assignment. The House Merchant Marine Committee has two vacancies at this time, and should the Democrats organize the lower body, as seems likely, the makeup of that committee may be changed considerably.

With Senators Dill and White, the upper chamber will have the two best informed men on radio in Congress. Representative Lehlbach is the heir apparent to the Republican radio leadership in the House, but Representative Davis probably will assume the chairmanship of the Merchant Marine Committee if and when the Democrats assume control. Mr. Lehlbach is the ranking Republican member of the Committee. Should the Republicans organize the House, he will become its chairman.

All things considered, though much will be proposed, it is doubtful whether any really important legislation affecting broadcasting will be enacted during the session.

Commission Denies Application of CBS For Washington Booster by 3-to-2 Vote

Grounds for Decision Delayed but Permanency Fear Was Expressed; WJSV Gets Net Account

WITHOUT making known its grounds for decision, the Federal Radio Commission on Nov. 20 denied the application of the CBS for a booster station in Washington to be synchronized with WABC, its New York key, on the latter's clear channel. The vote was 3 to 2, Commissioners Ira E. Robinson and Harold A. Lafount dissenting in favor of the CBS application.

The adverse report was made despite assurances from the network that it desired the 250-watt booster for experimental purposes only and that it had no plan of promoting widespread synchronization.

Later the Commission will make public its statement of facts and grounds for decision. Commissioners indicated when oral arguments were heard that while they realized the application was for an experimental station, they felt the booster in effect would become a permanent station, since service probably would be discontinued over WMAL, Washington, the present CBS outlet. Moreover, the unsettled status of broadcasting technique and the over-quota status of the District of Columbia were alluded to at the hearing.

Commissioner Lafount submitted a written opinion, favoring the granting of the application as a possible experiment which might demonstrate the practicability of synchronization. He concluded that the experiment should be permitted under rigid conditions and that until its "demonstration" the question of quota should be held in abeyance.

Whether CBS will appeal to the Court of Appeals of the District of Columbia has not been divulged, although the network does not seem so disposed. Such an appeal would not be in order until the statement of facts is made public, and then the applicant will have 20 days to take such recourse.

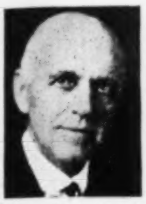
WOL, Washington, had opposed the application on the quota grounds. At a hearing on Oct. 10 the Commission was reminded that WOL had been granted an increase in power to 250 watts two years ago but that it had never been assigned a regional fre-

(*Continued on page 34*)

Census Bureau Completes Count of Radios

By MARTIN CODEL

Homes With Receivers, 20 Months Ago, Totaled 12,078,345; Present Estimate Embraces More Than Half in U. S.


Wm. M. Steuart

UNCLE SAM'S census of radio is now complete. It shows that slightly more than two out of every five American homes had radios when the count was taken along with the decennial census of population of April 1, 1930. It shows that as of that date, just 20 months ago, the total American radio audience was very nearly 50,000,000.

The exact figures given out by the United States Census Bureau are 12,078,345 families with radios—one set or more—among the 29,980,146 families counted, or 40.3 per cent. With an average of 4.1 persons for each family in the 48 states and the District of Columbia, the total audience can thus be placed at 49,521,214.

That was 20 months ago! Today the figures are appreciably greater—just how much no one can say, though the Radio Manufacturers Association estimates that receiving set sales have run well over 2,500,000 annually in the last few years. The continuingly large sales of midget sets account in the main for this turnover in the face of the business depression. It may be assumed that most of the 4,000,000 or more new sets sold in the intervening 20 months were initial installations in homes rather than replacements or extra sets.

It is undoubtedly conservative to estimate that the total number of homes with radios in this country today is well over 15,000,000, or substantially more than half. The new set sales and several known inadequacies in the census report make this figure most reasonable. For example, many of the census takers, concerned mainly with the count of heads, are known frequently to have omitted asking the radio question. Then, too, many families, fearful lest the radio census be the forerunner of a set tax such as some foreign countries impose, are known to have replied to the radio question in the negative when their answers should have been affirmative.

Audience Indicator

AT ANY rate, the census of radios furnishes the first real index to audience and audience placement ever made available to broadcasters and broadcast advertisers. Despite its belatedness and its inevitable inadequacies, it speaks eloquently of the strong hold radio has taken on the American populace in the space of little more than a decade. More than that, it reveals just where the geographical preponderance of the radio audience existed and probably still exists. It was compiled under the supervision of William M. Steuart, Director of the Census.

The census is classified by states. The state reports, which have been issued periodically in the last six months, as fast as the Census Bureau could compile them, and which next year will be issued in booklet form, are classified by counties and cities. Given the service area of any station, it is possible to determine just how many homes had radios in that service area in April, 1930, and to make a fair estimate of how many have radios today.

As explained by the Census Bureau and in these columns in our issue of October 15, last, the term "family" as used in the census signifies a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table. One person living alone is counted as a family, and at the other extreme

OFFICIAL CENSUS OF RADIO IN AMERICAN HOMES
(Complete as Compiled by U. S. Census Bureau)

	No. of Families	Persons Per Family	No. of Families With Radios	Total Audience	Pct. of Families With Radios
NEW ENGLAND	**1,987,405**	4.1	**1,069.347**	**4,384,322.7**	**53.8**
Maine	198,372	4.0	77,803	311,212.0	39.2
New Hampshire	119,660	3.9	53,111	207,132.9	44.4
Vermont	89,439	4.0	39,913	159,652.0	44.6
Massachusetts	1,024,527	4.1	590,105	2,419,430.5	57.6
Rhode Island	165,811	4.1	94,594	387,835.4	57.0
Connecticut	389,596	4.1	213,821	876,666.1	54.9
MIDDLE ATLANTIC	**6,388,913**	4.1	**3,531,532**	**14,479,281.2**	**55.3**
New York	3,162,118	4.0	1,829,123	7,316,492.0	57.8
New Jersey	987,616	4.1	625,639	2,565,119.9	63.3
Pennsylvania	2,239,179	4.3	1,076,770	4,630,111.0	48.1
EAST NORTH CENTRAL	**6,376,518**	4.0	**3,201,062**	**12,804,248.0**	**50.2**
Ohio	1,700,877	3.9	810,767	3,161,991.3	47.7
Indiana	844,463	3.8	351,540	1,335,852.0	41.6
Illinois	1,934,445	3.9	1,075,134	4,193,022.6	55.6
Michigan	1,183,157	4.1	599,196	2,456,703.6	50.6
Wisconsin	713,576	4.1	364,425	1,494,142.5	51.1
WEST NORTH CENTRAL	**3,325,674**	4.0	**1,434,023**	**5,736,092.0**	**43.1**
Minnesota	608,398	4.2	287,880	1,209,096.0	47.3
Iowa	636,905	3.9	309,327	1,206,375.3	48.6
Missouri	941,821	3.9	352,252	1,373,782.8	37.4
North Dakota	145,382	4.7	59,352	278,954.4	40.8
South Dakota	161,332	4.3	71,361	306,852.3	44.2
Nebraska	343,781	4.0	164,324	657,296.0	47.8
Kansas	488,055	3.9	189,527	739,155.3	38.8
SOUTH ATLANTIC	**3,519,476**	4.5	**668,256**	**3,007,152.0**	**19.0**
Delaware	59,295	4.0	27,183	108,732.0	45.8
Maryland	386,087	4.2	165,465	694,953.0	42.9
Dist. of Columbia	126,014	3.9	67,880	264,732.0	53.9
Virginia	530,092	4.6	96,569	444,217.4	18.2
West Virginia	374,646	4.6	87,469	402,357.4	23.3
North Carolina	645,245	4.9	72,329	354,412.1	11.2
South Carolina	366,265	4.7	28,007	131,632.9	7.6
Georgia	654,009	4.4	64,908	285,595.2	9.9
Florida	377,823	3.9	58,446	227,939.4	15.5
EAST SOUTH CENTRAL	**2,276,750**	4.3	**279,647**	**1,202,482.1**	**12.3**
Kentucky	610,288	4.3	111,452	479,243.6	18.3
Tennessee	601,578	4.3	86,229	370,784.7	14.3
Alabama	592,530	4.5	56,491	254,209.5	9.5
Mississippi	472,354	4.3	25,475	109,542.5	5.4
WEST SOUTH CENTRAL	**2,874,460**	4.2	**474,271**	**1,991,938.2**	**16.5**
Arkansas	439,408	4.2	40,248	169,041.6	9.2
Louisiana	486,424	4.3	54,364	233,765.2	11.2
Oklahoma	565,348	4.2	121,973	512,286.6	21.6
Texas	1,383,280	4.2	257,686	1,082,281.2	18.6
MOUNTAIN	**918,708**	4.0	**283,833**	**1,135,332.0**	**30.9**
Montana	137,010	3.9	43,809	170,855.1	32.0
Idaho	108,515	4.1	32,869	134,762.9	30.3
Wyoming	57,218	3.9	19,482	75,979.8	34.0
Colorado	268,531	3.9	101,376	395,366.4	37.8
New Mexico	98,820	4.3	11,404	49,037.2	11.5
Arizona	106,630	4.1	19,295	79,109.5	18.1
Utah	116,254	4.4	47,729	210,007.6	41.1
Nevada	25,730	3.5	7,869	27,541.5	30.6
PACIFIC	**2,312,242**	3.5	**1,136,374**	**3,977,309.0**	**49.1**
Washington	426,019	3.7	180,229	666,847.3	42.3
Oregon	267,690	3.6	116,299	418,676.4	43.4
California	1,618,533	3.5	839,846	2,939,461.0	51.9
UNITED STATES	**29,980,146**	4.1	**12,078,345**	**49,521,214.5**	**40.3**

all the inmates of an institution, or all the persons living in a boarding house, are ordinarily counted as one.

No account was taken of second sets in the homes, auto radios, office radios and the like in the census count.

The figures tell their own story. BROADCASTING has added one column to the tabulation given out by the Census Bureau—that reckoning total audience, which was compiled by using the figure for the average number of persons per family in each state and geographical unit as the multiplier of the total number of families reporting radios in that state and geographical unit.

Cities Set Pace

IN THE MAIN, it will be noted that the preponderance of "radioized" families, both as to total and proportion, is to be found in the large population centers. Also, just as broadcasting stations seem to have gravitated toward the larger trading areas, so do radio sets seem to be most numerous in those trading areas. This census, incidentally, should furnish the Federal Radio Commission with an excellent index to public-to-be-served by individual broadcasters, an element which its quota figures and the haphazard growth of broadcasting have not taken into account thus far. It should not be overlooked, however, that the sparsely settled areas of the country deserve as much radio service, if not more, as the thickly inhabited centers, for obvious reasons. This the Commission has sought to provide through strategically located high power stations.

The Middle Atlantic states of New York, Pennsylvania and New Jersey quite naturally lead in the total number of families with radios as well as in the proportion of their homes having radios. Of their 6,388,913 families, 3,531,532 or 55.3 per cent had radios as of April 1, 1930. In totals, New York leads all the states with 1,829,123 of its homes reporting radios; Pennsylvania is second, with 1,076,770; Illinois is a very close third, with 1,075,134. Then follow in order California, Ohio, Michigan, Massachusetts, Wisconsin, Indiana, Missouri, Iowa, Minnesota and Texas.

New Jersey leads all the states in the proportion of its families having radios, with 625,639 of its 987,616 families, or 63.3 per cent. New York is second, with 57.8 per cent; Massachusetts third, with 57.6 per cent; Rhode Island fourth, with 57 per cent; Illinois fifth, with 55.6 per cent; Connecticut sixth, with 54.9 per cent; the District of Columbia seventh, with 53.9 per cent; California eighth, with 51.9 per cent; Wisconsin ninth, with 51.1 per cent; and Michigan tenth, with 50.6 per cent.

At the bottom of the list in total sets is the sparsely settled state of Nevada, with only 7,869 homes with radios, but that figure represents 30.6 per cent of its total homes. At the bottom of the list in the proportion column is Mississippi, with only 5.4 per cent of its homes having radios. The accompanying tabulations tell the whole story of the relative as well as the absolute standings of the respective states.

CBS Radio Count Totals 17,313,000

John Karol Uses Census and 1930-31 Set Sales as Basis

USING the 1930 radio census figures of the U. S. Census Bureau as the base, and carrying them forward to include 1930 and 1931 set sales as estimated by RADIO RETAILING magazine, John Karol, director of market research of CBS, estimates that there are now more than 17,313,000 radio sets in the United States. The Census Bureau's official figure, based on its count of radio-owning families 20 months ago and announced Nov. 30, places the total number of homes with radios on April 1, 1930, at 12,078,345.

About 4,750,000 sets have been sold to homes not previously equipped with any kind of receiver since the census count was made, according to the Karol estimate,

RADIO RETAILING estimated that 2,250,000 radio sets, exclusive of replacements, were bought during the last nine months of 1930, and that an additional 2,500,000 sets were acquired for previously unequipped homes during the first 10 months of 1931. Replacements during the same period in 1930 are estimated at 620,000 sets, and during 1931 until October 31 at about 600,000 sets.

The network's research bureau does not use as high a figure in calculating the potential number of listeners as does the Census Bureau, it is disclosed by the Karol estimate. The bureau uses 4.1 persons as constituting the average size of the family listening to each set. The CBS statistical bureau, however, reduces the figure to three in order to eliminate infants and the dependent aged.

The Census Bureau count shows that the potential audience totalled about 50,000,000 on the basis of 4.1 persons per family. The Karol estimate, however, numbers the potential radio listeners at 52,000,000 for the up-to-the-minute figure of 17,313,000 sets. Had the Census Bureau's 4.1 persons per family been used, the potential audience figure in the network's estimate would have been about 72,000,000 persons.

Canada's Half Million

THE number of radio receiving sets licensed to private owners in Canada as of August 1 was 452,879, according to a report to the U. S. Department of Commerce from Assistant Trade Commissioner Herbert W. Barrett, Ottawa. Toronto leads all Canadian cities in the number of licensed sets, with 68,034. Montreal is second, with 56,072, and Vancouver ranks third with 23,196. That these figures are far from complete is commonly known, many set owners neglecting to pay the $1 per annum license fee and the government having practically no machinery to enforce collection. Some opinion in Canada has it that the total is well over twice the official figure.

Plans 100-Watt Net

PLANS for a chain of 100-watt stations stretching from El Centro, California, through Washington and over to the border of Idaho, have been formulated by Ben McGlashan, owner of KGFJ, Los Angeles. The project calls for connection with each station by land wires and all of the programs originating at KGFJ which operates on a 24-hour basis. Wire tolls thus far have been the obstacle to early fulfillment of the idea.

CBS Acquiring WKRC

NEGOTIATIONS practically have been completed for the sale of WKRC, Cincinnati, to CBS. The station is owned jointly by Sam Pickard, CBS vice president, and John Boyd, of Chicago. The purchase price was around $200,000.

"Printer's Devil"

WJAG, Norfolk, Neb., uses the unique slogan "Home of the Printer's Devil" because it is owned and operated by the Norfolk Daily News.

A. N. P. A. Fails to Renew Radio Attack California Body Urges European System

Broadcasting Topic at Three November Meetings; One Group Asks Government Supervision

THOUGH verbal fireworks assailing radio failed to materialize in any substantial way at the fall convention of the American Newspaper Publishers Association in Los Angeles, Nov. 12 to 14, the meetings of the California Press Association in San Francisco on Nov. 13 and 14 brought forth a resolution favoring "government supervision of all radio programs along the lines followed in continental Europe and a stricter control of the air in the interests of better entertainment for the people."

A few days later the Association of National Advertisers, holding its annual convention in Washington on Nov. 16 to 18, spent one of its sessions discussing the use of radio as an advertising medium. Talks were made by Kenyon Stevenson, of the Armstrong Cork Co., Lancaster, Pa., Benjamin Soby, of the Westinghouse Radio Stations, and Edgar Felix, New York radio consultant.

The A.N.P.A. convention in New York last spring was devoted in large part to bitter attacks upon radio as an advertising medium, but there was considerably more dispassionate regard for radio at the Los Angeles meeting. In fact, attacks upon radio were conspicuous by their absence, although it is understood several elements tried their utmost to bring the subject to the fore.

Weiss Defends Radio

AMONG the speakers on radio were S. R. Winch, business manager of the Portland Oregon Journal, which owns KOIN, Portland. He declared that broadcasting will never replace newspapers as an advertising medium but will remain a supplementary aid. Another speaker was Frank R. Tripp, publisher of the Elmira (N. Y.) Star-Gazette, who discussed the relative merits of newspaper and radio advertising largely on the basis of studies made for the Gannett newspapers.

Mr. Winch's talk evoked from Lewis Allen Weiss, general manager of the Don Lee-CBS network on the Pacific Coast, the retort that "radio has become so well loved by the people, so much a part of the American home and American institutions, that its 'side remarks' — its advertising — stand fully as good chance of being heard as the advertising pages of any printed medium of being read." Mr. Weiss was particularly provoked at Mr. Winch's reported statement that "radio stations, billboards and other media are side roads, necessary and useful, perhaps, but always side roads."

Two radio talks were on the program of the California Press Association's annual convention in San Francisco. Homer W. Wood, of the Porterville (Cal.) Recorder, spoke on "Does the Radio Compete with the Town Newspaper," while E. L. Finley discussed the subject of radio in general and advocated that the United States adopt the European plan of government control.

Termed Luxury

AT THE A. N. A. Washington meeting, the statement was made by William H. Rankin, president of the New York Agency bearing his name, that costs of radio advertising are now so high that it is a "luxury," only the largest companies can afford if they want to present high class programs. Mr. Rankin blamed this on the excessive cost of talent, pointing out that radio stars are now demanding as high as $4,000 an appearance.

It was Mr. Rankin's opinion that radio advertising has served to increase the volume of newspaper advertising and that there should be the closest kind of cooperation between the two media for the most effective results. He said radio advertising should have the background and support of daily newspaper advertising.

Lee H. Bristol, vice president of the Bristol-Myers Co., New York, was reelected president of the A. N. A., and Stuart Peabody of Ward & Co., New York, was reelected vice president. Bernard Lichtenberg, of the Alexander Hamilton Institute, New York, was reelected chairman of the executive committee. The new directors are Paul B. West, of the National Carbon Co., New York; W. B. Griffin, of the International Silver Co., Meriden, Conn., and W. L. Schaeffer, of the National Tube Co., Pittsburgh.

Brevity is the Soul of Radio Advertising

By HERSCHELL HART

Production Manager of WWJ, Detroit

Single Idea, With News Angle, Declared Most Effective; Salome's Saleswomanship Applied to Broadcasting

MODERN advertisers can learn a lot about selling from Salome, whose success in getting John's head from Herod may be traced to her brevity and singleness of purpose. This writer contends that it is the sponsor who suffers when radio sales talks bore or mislead listeners. Programs should be subtle rather than blatant in their appeal, he says, if the ether medium is to be more than a "one-call" salesman.

HERSCHELL HART

WHEN the light-footed Salome, daughter of Herodias, undertook to sell Herod on the idea that she should have the head of John, she was far too wise to put her whole argument into one broadcast.

Salome was a wise saleswoman; she knew her public. She knew that public appreciated brevity above everything else and brevity she gave him—in the form of seven broadcasts that made him see that Salome had a real argument.

Thus—thousands of years ago—this beautiful daughter of the supposedly sleepy Orient knew an advertising fact that too few radio advertisers know or recognize today. In other words, Salome knew enough not to bore her audience with too much salesmanship at one sitting. All available records indicate that Salome strove to please always and that her watchword was brevity and more brevity.

The value of brevity in advertising has not been lost entirely through the centuries. Long ago, the value of white space in newspaper, magazine and bill board advertisements proved its worth. Today, the best printed sales arguments are those held to a few lines of type nestling like gems in a setting of well-conceived color or white space.

Single Idea Plan

THAT fact would seem to indicate that a single fact sinks in, while several facts expressed together only serve to confuse your reader or listener.

Your merchant of quality found out a long time ago that his window display—surely conceded to be a legitimate form of advertising—profited by brevity. He found packed displays failed to draw discriminating potential purchasers, but that a window centered by a single rich article did attract and did sell.

Advertising, of course, must be considered as a form of salesmanship. The advertisement is the salesman which goes into the homes of possible buyers either between the pages of newspapers and magazines or through the radio loud speaker. The radio advertisement—being vocal—is more like the salesman than the printed word, and, therefore, should be made to abide by the elementary rules laid down for the salesman.

How many sales managers tell their men: "Talk to your prospect as you would talk to a friend—don't talk an arm off him—and don't try to over-sell him."

Pretty good advice, isn't it? Prospects fail to breed much confidence in an article if the seller tries strong-arm methods. The "one call" strong-arm salesman soon loses his value to his firm.

Radio cannot afford to be a "one-call" salesman. Radio is here to stay. It is going into millions of homes each day. It can take into those homes a friendly convincing message or it can take in a vocal bombast of general claims which can only confuse and disgust discriminating listeners. The bombast may sell some goods, but, too often, purchasers find they misunderstood the blather and that what they have bought is not what they want.

Who suffers most in this latter instance? The purchaser? It is not likely, for he soon forgets the expenditure of his few dollars—but he does not forget the name of that article he purchased and found not to his liking.

Radio?—Hardly! Too many purchasers are finding merchandise they want and like by means of radio.

The sponsor? Yes! If a sponsor makes bombastic claims for a product, the product must be as good as the claims or the confidence of the purchaser is lost. If the sponsor's bombast tires, bores and disgusts, he loses potential purchasers because it is so easy to dial away.

Which, then, is better—to try to use radio to force a product down the throats of people who do not want it and who buy it only once, or to try in a friendly way to create in the minds of the listeners a desire for that product?

The answer is obvious.

Elsewhere I have written that the sponsor of a radio program should strive to permeate the broadcast with the personality of his product. This idea harks back to black and white. If you are advertising heavy machinery, you do not use fine-lined type and delicate borders. If you advertise jewelry or silks, you avoid massive borders and railroad gothic type.

Music and Flowers

IT WOULD seem well to observe the same rule in radio. Fine music would sell flowers, or fine laces, or jewelry because it, at once, created an atmosphere which caught and held the type of person who buys those things. Such a person is not likely to be interested in hot dance rhythm or in a blood and thunder sketch.

But we must go a step further. A fine program can be ruined easily by the sales talk injected into it. That does not mean, necessarily, that there can be no sales talk. There must be some, of course, because the American audience is not as ready to show its gratitude as are the Chinese, and, therefore, we must sell, but we must do it in a way that will not bore or tire the listeners.

Possibly the worse offenders among the writers of radio program sales talks are those who resort to emphatic generalities. And this brings up another thought. Copy that looks most convincing in print sometimes sounds like "hooey" on the air. Generalities—no matter how thin you slice them—still sound very much like the well-known sausage roll. So, if you are going to insist on calling your product "the finest of its kind" and assure your listeners that "nothing else ever will satisfy them," you can rest assured that out in that great audience of the air—in polite company or not—thousands of lips are unconsciously forming the most expressive but damning word "bologni."

News Style Effective

GRADUALLY radio advertising writers are finding that the most convincing air message is that which smacks of news.

For some time now the A. & P. program has used the news item type of announcement. These items are short and filled with valuable information. If the listener is not interested, he does not have to wait long before the show starts again.

A slightly different system is used by Swift for the Stebbins Boys. A few claims slip in, but most of the sales talk is devoted to creating a desire in the mind of the listener for an especially-prepared slice of ham or bread buttered with Swift's Brookfield. This is accomplished by cleverly worded descriptions of the dishes themselves. Possibly the only thing wrong with the talk is that it comes right at the dinner hour when it has to compete with the delicious, steaming dishes already on the table. How much more effective it would be if the broadcast could come at a time

(Continued on page 32)

A Vicious Fight Against Broadcasting

California Publisher Seeking to Align Newspapers Against American Plan in Bitter Campaign

PROBABLY the most vicious campaign ever levelled against American radio, particularly against broadcasting, is being directed by H. O. Davis, publisher of the Ventura (Cal.) Free Press, an evening newspaper of little more than 5,000 circulation in a community just north of Los Angeles with a population of less than 12,000. It is aimed, apparently, at allying the newspapers of the country against the American Plan of Radio.

Clipsheets, news releases and letters are being mailed regularly to newspaper editors and publishers, abjuring them to join the fight against "monopoly," "commercialism," "propaganda" and what not other high-sounding "menaces" of radio. Facts and opinions, dug out of ancient records or interpreted to convenience from contemporary developments, are being forwarded to the newspaper interests in an effort to make a case against radio and to ally them in a great publicity cause that obviously is aimed at public ownership as the means of getting radio out of the field as an alleged competitor of the press.

Mr. Davis' Letter

BECAUSE BROADCASTING believes that the broadcasters should know what is being done and should take steps to combat this campaign, it publishes herewith the confidential form letter mailed Nov. 2 by Mr. Davis together with the memorandum he sent with it to editors and publishers as a guide for a concerted campaign against radio. The letter reads as follows:

"During the last six weeks we have had a number of letters from publishers asking us to suggest steps they could take, things they could do in their territory to help bring about *a reduction in the volume of offensive radio advertising.* In response to these requests we have prepared a memorandum, copy of which is enclosed. Will you give it a careful reading?

"I am especially anxious to get your opinion concerning the recommendations made in paragraph 11. I believe that if the law required the strict separation of news and entertainment from paid advertising, just as the newspapers have to keep these two classes apart, the public would obtain better programs, less drivel and more uncontaminated entertainment. What are your thoughts on this recommendation?

"Paragraph 5, in my judgment, is very important. Consider it and get in touch with the officers of the local associations.

"We know from experience that it is easy to carry out the recommendations of Paragraph 7. Few publishers know the full extent of the power they can wield. Get after them—and let us know the result. We can use the information in our Washington work this coming winter.

"The more suggestions and criticisms we receive from our fellow publishers, the more effective we can make the campaign for the freedom of the air."

His 16 Points

The memorandum accompanying the letter includes 16 suggestions that Mr. Davis makes to his followers "for the conduct of local campaigns by individual publishers." It follows in full text:

"1. Appoint a member of your staff to handle the campaign, ask for regular reports on its progress and hold him responsible. Everybody's business is nobody's business. Considering the amount of free space given to the creation of the radio problem, it is good business and a real public service to use space regularly to correct the condition.

"2. Ridicule the present mixture of radio advertising and entertainment at every possible opportunity. Do it consistently. Watch the broadcasts in your territory. Show up the moronic quality of most *programs.* Get interviews with all kinds of people who are disgusted with the character of radio programs and annoyed by the constant

(*Continued on page 33*)

Yankee Network Has Cooperative News Arrangements with New England Press

Carries Bulletins and 25-Word "Headlines" Supplied Willingly by Seven Newspapers

By MARK J. STAPLES
The Yankee Network

IF THERE is any feeling of dissension between broadcasting stations and the press in other parts of the country as to their respective rights in the dissemination of news, it is not apparent in certain Eastern cities where both mediums cooperate to their mutual advantage.

No better example of the existing friendly relations between newspaper and non-newspaper-owned radio stations can be offered than the daily broadcasts of the Yankee Network stations in Boston, Providence and Bridgeport where the individual station audiences are served with "red hot" news at half hour intervals by no less than seven leading newspapers.

Teletype machines installed in the newspaper editorial rooms and the radio stations connect the two agencies and make possible the broadcasting of half hourly bulletins on the big news of the minute from both WNAC and WAAB in Boston, key stations of the Yankee Network. In addition, ten 15-minute periods, or two and one half hours daily, are allotted to the newspapers by the two stations for the broadcasting of the important news of the day, both local and international.

The majority of Boston newspaper publishers agree with radio officials that the broadcasting of "spot" news at frequent intervals is an aid rather than a menace to their circulation. While only the vital angles of news items are broadcast it is sufficient to send the listeners out for a paper if interested, besides being a constant reminder that the publication is "alive" and serving its public.

The 15-minute periods of news flashes broadcast direct from specially constructed studios in the newspaper editorial rooms are served WNAC and WAAB audiences on the following schedule:

7:15 a.m.—Boston Record via WNAC.
7:45 a.m.—Boston American via WAAB.
11:00 a.m.—Boston American via WAAB.
12:00 a.m.—Boston Traveler via WNAC.
12:00 noon — Boston American via WAAB.
2:45 p.m.—Boston American via WAAB.
6:00 p.m.—Boston Record via WNAC.
7:00 p.m.—Boston American via WAAB.
11:00 p.m.—Boston Herald via WAAB.
11:15 p.m.—Boston Record via WNAC.

In addition to the above broadcasts the teletype supplies "25-word headlines" which are read on the air with each hour and half-hour cut-in for station identification by the announcer. Thus, all New England is kept constantly in touch with what is new under the sun.

The 25-word headlines are prefixed with a credit line that tells the listener the newspaper he should buy to obtain complete details. For example: "The Boston Traveler says that the passenger steamer Nantucket, which left Edgartown at 4:45 a.m. for Woods Hole and New Bedford, ran aground in a thick fog on the flats just outside the harbor." Quite naturally friends of those who were known to be passengers on the Nantucket will immediately go to the nearest newsstand to obtain more details through The Traveler. Thus, the teletype indirectly connects the newspaper, through the broadcasting station, with its readers.

These headlines are furnished each station as follows:

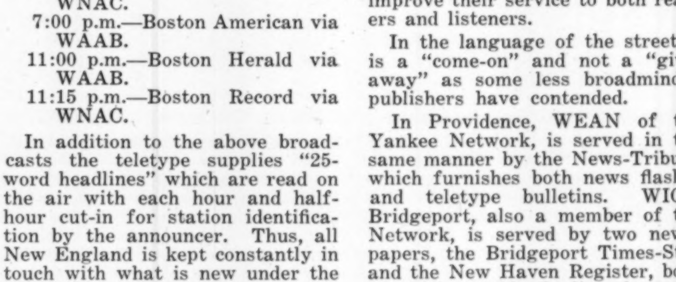
8:00 a.m. to 6:00 p.m. — Boston Traveler to WNAC.
8:30 a.m. to 7:00 p.m. — Boston American to WAAB.
6:30 p.m. to 11:00 p.m.—Boston Record to WNAC.
7:30 p.m. to 11:00 p.m.—Boston Herald to WAAB.

One member of the editorial staff of each newspaper is assigned to cull the news events that are fed to the paper from its many channels, and to select the most important events for the radio audience. Having selected the outstanding news item of the hour, this editor or reporter condenses the whole into 25 words which he transmits over the teletype to the radio studios, where it is automatically printed and read by the announcer at the given minute.

The familiar slogan "The News While it is News," is better exemplified through the cooperation of press and radio, and the New England public appreciates what these two mediums are doing to improve their service to both readers and listeners.

In the language of the street it is a "come-on" and not a "giveaway" as some less broadminded publishers have contended.

In Providence, WEAN of the Yankee Network, is served in the same manner by the News-Tribune which furnishes both news flashes and teletype bulletins. WICC, Bridgeport, also a member of the Network, is served by two newspapers, the Bridgeport Times-Star and the New Haven Register, both of which provide the listening public with several periods of news flashes during the day and evening.



Ben Hatfield, announcer of WNAC, Boston, and the Yankee Network, broadcasting the half hourly teletype news bulletins furnished by Boston newspapers.

An Ultra Modern Plant for Broadcasting

By DEANE S. KINTNER
WHK, Cleveland

New Home of WHK Replete With Innovations Designed To Make the Most of Programs and Attract Visitors

Harry Howlett

LESS than five years ago Cleveland's pioneer broadcasting station, WHK, occupied one small studio, a smaller reception room, and a more diminutive office, with half a dozen persons comprising its personnel.

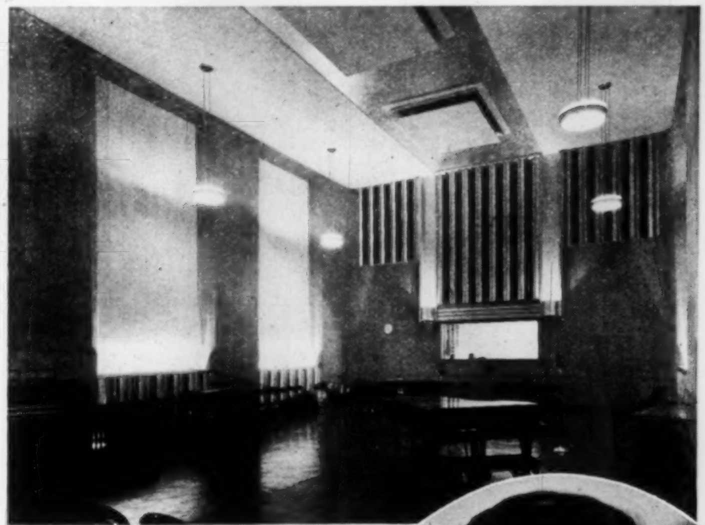
Today a staff of nearly 100 is accustoming itself to quarters so magnificent as to be almost dazzling. Twenty thousand visitors passed through the new broadcasting plant during the August opening week, and daily hundreds more continue to inspect the offices, reception and operating rooms, and to throng the main studios for special programs.

So cordial have been invitations from WHK to its listeners, and so general their response, that the management has been almost embarrassed to find room for all despite the extent of the new station, atop the new Higbee store in the Terminal group on Public Square.

Accordingly, tentative plans are under way to present, within a few months, several of the more ambitious broadcasts in the new Higbee auditorium, which will seat 1,500 persons as against the three or four hundred that can be accommodated in Studio A after performers, instruments and microphones are in place.

They Come To See

THE CHIEF reason for the influx of set owners doubtless is the newness and fineness of the sixth home which WHK has occupied since it was founded as amateur station 8ACS back in 1921. Another cause, almost as important, was the decision to costume such productions as Seth Parker's Old-fashioned Singing School, Chuckle Hour, Mose Cleveland, etc., so that there may be something to see as well as to hear. And while the television studio, one of six in the new plant, is not used for these staged programs, the staff believes a start has been made toward visual radio by dressing up the audible variety.



Studio A, Showing Organ Console and Grille, Control Room Window and Ventilation Inlets and Outlets in Ceiling and Baseboards. Accommodates large Orchestra and Audience of 300 or More.

Indeed, the whole new establishment shows evidence of having been planned with a dual purpose—first, that of handling the business of broadcasting efficiently, and second, bringing the listening public into as close and favorable touch with this intriguing business as possible.

During the day, one may enter the WHK plant either through the Terminal Tower, leaving elevators at the thirteenth floor, or through the Higbee Store and a private elevator lobby at the eleventh (top) floor. Thence a winding staircase leads directly to the public reception room.

Visitors who use the Terminal entrance (it alone is available after business hours) find themselves in a large triangular reception lobby. On either side of an information desk are archways labeled "Offices" and "Studios." These lead into parallel corridors.

Opening off the lobby are the program departments, auditor's office, sales and conference rooms, while the office corridor takes visitors to working quarters of the three Howlett brothers, who manage the station, and to the haunts of public relations director, chief engineer, continuity writer, etc.—and then to the audition sales room.

Eric S. Howlett

Atmosphere of Home

THE LATTER is singled out because of its distinctive character. Designed for presentation of specimen programs to sponsors and agencies, it is fitted with luxurious furniture, electric grate, special loud speaker, etc., to simulate home atmosphere. Programs come to it usually from Studio C, which has no public observation and is intended primarily as an audition and rehearsal room.

M. A. Howlett

Those who enter the archway labeled "Studios" traverse a lengthy corridor, passing the music library and musicians' lounge (the latter acoustically treated like a studio) and emerge into the large reception room already mentioned as just above the Higbee store elevators.

To the right, beyond the stairs, is a passageway to Studios A, B and C, with observation windows looking into A, which is the show place of the new setup. Finished in ivory, silver and blue, it is of spacious dimensions. The raised control room at the farther end is in turn surmounted by a loft in which pipes of the special Austin organ are located. This is operated from a movable electric console in the studio and from a player attachment which permits use of paper records made by great organists.

Later it will be possible to play this organ from a duplicate console in the Higbee auditorium and to reproduce its tones there through loud speakers behind dummy grilles. Audiences are to be invited to special recitals in both studio and auditorium.

So perfect is sound insulation in the new WHK establishment that a person standing outside one of the observation windows cannot hear anything from within even though full orchestra or organ is being broadcast.

Chiefly responsible for planning and building the new studios and offices was Edward L. Gove, technical supervisor, who is as much at home in machine shop or draughting room as he is behind a control panel.

At the remote transmitting plant, sectionalized towers of unique construction are so efficient that nearly fifty letters from New Zealand and other remote points are on file, although the power radiated is only 1,000 watts. A complete spare transmitter is available for emergencies.

Long noted for its civic activities, WHK has been particularly successful in a virgin field, that of broadcasting school courses to grade pupils. More than 5,000 of these now listen four times weekly to arithmetic lessons sponsored by the Cleveland Board of Education, and a beginning has just been made in elementary music. Notable also are new liaisons effected with Cleveland College, which offers daily lectures and weekly musical programs, and with Oberlin College, 45 miles distant, which will broadcast programs by faculty and students weekly throughout the year.

This has been accomplished by "floating" construction, as though each studio were a large box slipped inside a slightly larger one, leaving a dead air space between the the two. Walls, ceilings and floors are hung on springs, and for the first time the floors are of concrete rather than wood or other light material.

"Acoustone," a gypsum compound in the form of tiles, in various shades, is the treatment used throughout on walls of the studios, corridors and entrance lobbies. This dispenses entirely with drapes or movable devices to control reverberation. Floors of all studios are linoleum tiles laid directly on the concrete.

Conditioned air is supplied to the new quarters through a special system. Not only does this insure the comfort of artists and visitors, but it simplifies the tuning of instruments. This is of most importance in the case of the giant organ, which is adapted to both concert and theater types of rendition. Air enters at the top of each room and is drawn out at the bottom through tubes that are equipped with sound filters.

Only "dynamic" microphones, so new that they had to be put through the Bell Laboratories model shop on special order, are being used by WHK. In the larger studios these compact instruments are suspended from cables that run through the ceiling to motors operated from the control room. Thus it is possible for an operator to move microphones up or down or sideways by means of piano-wire guys through other ceiling orifices.

An arrangement of this sort facilitates rehearsal of a program, since the director can lead his men through the control room window, listen to their output on a loud speaker there, and, if occasion requires, talk to the musicians through a reversible speaker-microphone setup.

Piping the Programs

OCCUPANTS of each office listen to WHK programs through speakers which are individually controllable as to volume. Most of those used are of the new Rochelle crystal type, and the same devices are scattered throughout the Higbee store, with switches and volume adjustments in the station's master control room.

Elimination of batteries is an innovation in the station, which now claims to be the finest in the world. Originally they were specified as emergency equipment, but since direct as well as alternating current is available a motor-generator set will be used in case the alternating power fails. Switching from one power source to the other is automatic.

Each studio is set up as a separate unit. It is individually controlled and arranged to switch into main line or channel operation in the same manner as a remote pickup or CBS feature. Output of the microphones is led to faders of six channels each in the largest two studios and of three channels in the other four. The faders are of special construction, with vertical rather than rotary motion. They can be adjusted very quickly and their position as readily noted.

From the faders, progress of the signal current is through a two-tube booster amplifier, to a variable attenuator for gain control, and then to a switch enabling transfer from line operation to audition, or vice versa. The output of all microphones is paralleled to the main control room, so that any studio can be set up and operated from main control, independent of studio control.

All amplifiers have a flat frequency response of from 30 to 10,000 cycles. Combined with improved telephone circuits to the 5,000-watt transmitter south of Cleveland and to the dynamic microphones, they give markedly high quality of output.

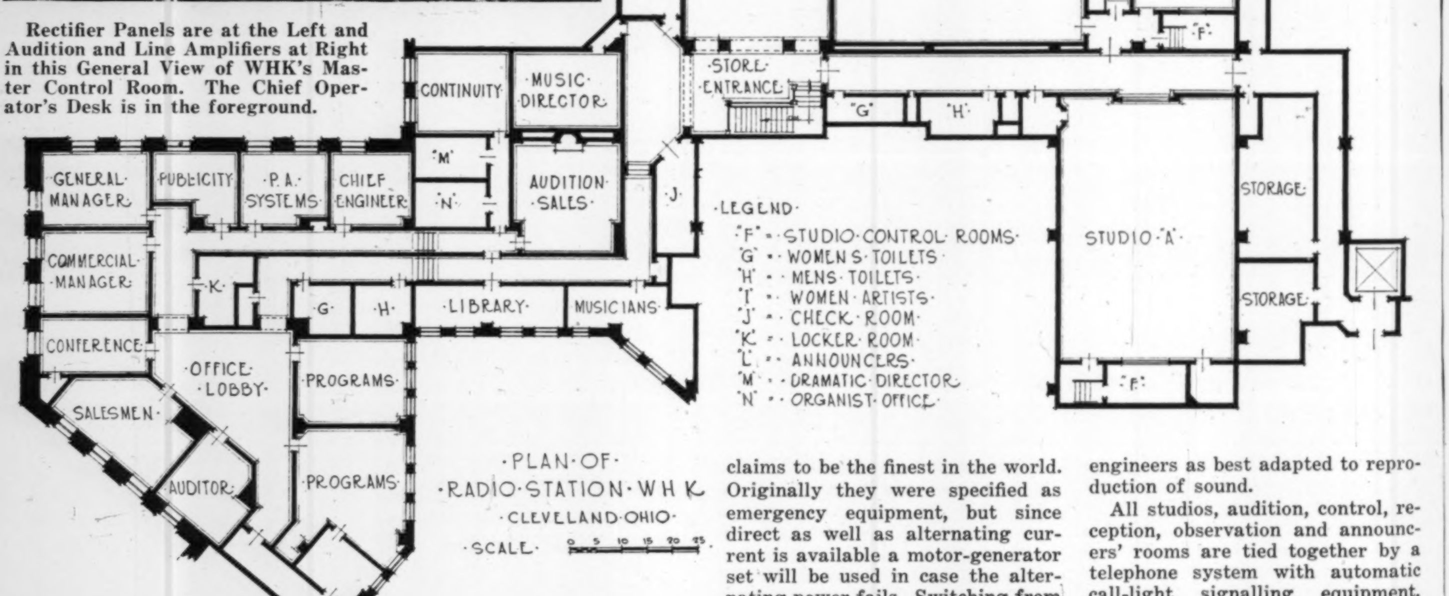
Those who study the accompanying floor plan and dimensions will note that all studios conform very closely to the 2-3-5 formula (for height, width and length) which has been worked out by acoustic engineers as best adapted to reproduction of sound.

All studios, audition, control, reception, observation and announcers' rooms are tied together by a telephone system with automatic call-light signalling equipment. Dials are of special construction to insure silent operation.

The Howlett "trio" is composed

(*Continued on page 34*)

Rectifier Panels are at the Left and Audition and Line Amplifiers at Right in this General View of WHK's Master Control Room. The Chief Operator's Desk is in the foreground.


L
TELEVISION STUDIO
STUDIO "E"
"F"
STUDIO "D"
MASTER CONTROL
SHOP
OBSERVATION
G
STUDIO RECEPTION RM
STUDIO "B"
STUDIO "C"
I
"F"
"F"
STORE ENTRANCE
"G"
"H"
CONTINUITY
MUSIC DIRECTOR
"M"
"N"
AUDITION SALES
J
STORAGE
STUDIO "A"
STORAGE
"F"
GENERAL MANAGER
PUBLICITY
P. A. SYSTEMS
CHIEF ENGINEER
COMMERCIAL MANAGER
K
G
H
LIBRARY
MUSICIANS
CONFERENCE
OFFICE LOBBY
PROGRAMS
SALESMEN
AUDITOR
PROGRAMS
TERMINAL TOWER ENTRANCE
LEGEND
"F" = STUDIO CONTROL ROOMS
"G" = WOMEN'S TOILETS
"H" = MENS TOILETS
"I" = WOMEN ARTISTS
"J" = CHECK ROOM
"K" = LOCKER ROOM
"L" = ANNOUNCERS
"M" = DRAMATIC DIRECTOR
"N" = ORGANIST OFFICE
PLAN OF
RADIO STATION WHK
CLEVELAND OHIO
SCALE 0 5 10 15 20 25

"What About Television?" One Answer

From a Highly Authoritative and Unprejudiced Source We Are Told What to Expect in Visual Radio

EDITOR'S Note—Because of the intense interest of broadcasters and advertisers in the prospect of television and because of the high standing of the author and his publication in the radio engineering field, BROADCASTING here reprints without further comment excerpts from an article in the November issue of "QST," published by the American Radio Relay League, the national amateur organization.

By ROSS HULL
Associate Editor, "QST"

WHY, we wonder, must so many people say so often that television is just around the corner? It may be, for all we know, but the statement annoys us. Corners in any field of scientific development are so rare anyway. And when we do find them they are always blunt corners with a bold wide sweep and a stiff head wind on the far side. Unhappily, many television interests have endeavored to avoid the corner altogether. But in crossing the vacant lot they have found themselves tangled in the heavy underbrush of unsound principles and faulty methods. If we must talk corners when we talk on television let us chant in unison with the rest of them, "Television, nebulous objective of mighty minds, is indeed around the corner." But let us continue, double fortissimo, "But, boy, oh boy, what a corner it be!"

Television as practiced at the present time is well-removed from the field of amateur radio. As an experimental field, it possesses attractions for only a few isolated amateurs sufficiently well-equipped financially to undergo the relatively enormous financial outlays required for really suitable transmitting equipment. Of course, there are many thousands of independent experimental lookers-in, but the art and science of amateur radio always inherently includes the transmitter as well as the receiver, making possible two-way communications. The amateur viewpoint, then, can be safely regarded as sufficiently critical to eliminate the menace of rose-colored unreality.

Visual Workers Divided

THE PRESENT television interests, it now seems, are divided into two camps: those anxious to talk, and those anxious to avoid talking. For this reason, it is not really possible to gain an accurate idea of the status of the art. The most voluble, unfortunately, have the least information to impart. Read a prospectus of almost any one of the television companies now engaged in stock promotion and you will know what we mean.

At least some of the concerns now attempting to commercialize television appear to believe that the public, so long dieted on plain broadcasting, will eagerly swallow present-day television as a new and absorbing entertainment. Quite possibly they are right. There are other interests, however, desperately eager to delay the arrival announcement of the new entertainment—determined at least to glimpse a solution of these basic problems beforehand. These concerns are the non-talkers. Anxious to prevent a continuance of the premature and pitifully misleading publicity which has characterized television development, they have crawled into their shells. They have work to do. They have inventions to protect. They have nothing to say.

Nevertheless, with rabid dogmatism on one hand and profound secrecy on the other, the formation of opinions is extremely difficult and the disclosing of facts impossible, we have somehow managed to make a very thorough investigation of the "big smoke" and get an adequate glimpse of just what sort of a stew was on the fire.

There is no need to go into the technical details that were uncovered, or even do more than recall to mind the fact that, so far as is possible to determine, all existing television "services" employ for both transmission and reception some form of the scanning disk invented in 1884 by Nipkow, a Russian. This disk, so important a feature of all television equipment of the past, is retained chiefly because its advantages and weaknesses are so closely interlocked. It is much less expensive than any equipment yet produced to displace it; but it is, in essence, a mechanical expedient—a crudity. It is simple in operation but it is limited in performance. It will probably provide the most accessible road to television, but it is a rutted detour strewn with many progress-limiting boulders. For the amateur experimenter the scanning disk unlocks all the fun it ever did. But to the engineer intent on developing commercial television the disk is widely considered to have most of its future behind it. Time alone will tell.

Progress Since 1927

BECAUSE of the ever-present limitation of available channels on the frequency bands now exploited by these same "services," and because the width of the transmitted frequency band so definitely limits the picture detail, commercial television images are still almost as unsatisfactory as they were in the first public demonstrations of 1927. Sixty-line pictures continue to provide a momentary thrill for the uninitiated, they still reward the amateur experimenter for his efforts, they still point a finger at real television around the corner; but, as at first, they still fail to keep the family at home engrossed in a television program.

This does not mean, however, that progress has not been made in the instances just mentioned. Many creditable contributions have served to improve the effectiveness of transmitter pick-up devices; to enlarge images at the receiving end; to increase their brilliancy. Then, minor improvements in the mechanical and electrical apparatus have simplified the problems of synchronizing and "framing," improved the operation of receiving amplifiers, and increased the reliability of the apparatus in general. It is just a pity that all these developments have been so restricted in their usefulness by the fundamental limitations imposed on any image transmitted electrically with a strictly limited band of frequencies.

Fundamental Problems

LONG before television had started out on its premature and eventful jaunt from the laboratory it had been realized in some technical circles that any conceivable improvements and refinements in the then known systems could not possibly lead the way to truly successful television until two fundamental problems had been solved. It was seen at once that, barring miracles, the detail available in a television image must have a very close relationship to the band of frequencies occupied in its transmission. Since even three or four 10-kilocycle channels (let alone one) proved insufficient for the transmission of well-detailed pictures, it became evident that successful television called either for the opening of some territory where many stations could all have a big slice of frequencies for their own, or for the curtain to be rung up on a scientific near-miracle. Behind all that is Problem I—not insolvable but not solved.

Problem II is concerned with scanning—the process of resolving images into thousands of units and their reassembly at the receiving end in the right sequence and original light values. It is concerned particularly with the displacement of mechanical methods by another more suited to the work.

It is no secret that vigorous laboratory work has resulted in what are probable solutions to both basic problems. The cathode-ray tube has been shown to promise an effective means for scanning. It has every indication of being one logical successor to the scanning disk, free from the inaccuracies, the inconvenience and the speed limitations of any mechanical device. Then, as a way out of the frequency-band limitation problem, it is proposed to operate in the relatively extensive and almost unoccupied territory above about 40,000 kc., near the 5-meter region. Several powerful transmitters already have been built for the express purpose of transmitting television images in this portion of the frequency spectrum and there seems to be no particular reason why they should not be successful.

But even with these developments it is obvious that television—the entertainment—is not yet here. The cathode-ray tube has been put to work with striking success. It is, though, quite expensive; it is relatively untamed; it has yet to emerge from the tube production plant with a clean card of conduct. From the transmitting angle, it is not certain that the ultra-high frequencies are capable of good service. We know that they afford some elbow room; that they will allow simultaneous operation of transmitters in different cities on the same channels; that they will be free from most of the troubles of selective fading and atmospherics. It is far from certain, however, that even powerful transmitters will provide good signals throughout a city such as New York; that automobile ignition racket will not play havoc with much reception; that the effects of elevator motors and steel-frame buildings will not ruin the rest.

What We May Expect

BUT THIS does not mean that all is lost. In two or three months it is probable that important conclusions will be reached concerning these particular problems. At that time it should be much less difficult to make a prediction of television's future. Should everything go smoothly it seems likely that within two years many cities will have their ultra-high frequency television transmitters raining programs from high and centrally located buildings. Spectators able to afford the receiving equipment and willing to give their full attention to a small green and black image will be able to follow programs originating in studios attached to the transmitting stations. Wire linkage of many stations throughout the country (even the transmission of events outside the station) probably will still be impractical because of the limitations of wire lines in carrying high frequency currents. Images, however, will be beautifully detailed. With perhaps 240 lines to the picture there will be little danger of mistaking the soprano for her poodle.

Of course, something may come along to upset all this. Television may be quite thoroughly commercialized in 12 months and it may be nothing like the thing we have visualized. Our guess is only based on a glance into the stew-pot. Though there was a big fire in the stove the cooks were still without a recipe book.

To get back to earth we might say that television of the moment is an intriguing and utterly absorbing field for the experimenter. It is a profound and pregnant problem for the laboratory. It is a field with obviously limitless commercial possibilities. But as entertainment for the masses it is, we believe, around the corner. It *still* is!

XUM

Construction Permits for High Power Stations Set Forth Rigid Restrictions

Appeals Now in Order by Aggrieved Applicants; Licenses of WLS, WENR and WGN Restored

CONSTRUCTION permits based on the terms of the decisions reached in the high power case were sent Nov. 17 to the 16 stations which were granted power increases to 50 kw. and 25 kw. by the Federal Radio Commission. Appeals may be taken by aggrieved applicants within 20 days from that date. Thought is being given to a consolidated appeal by practically all of the aggrieved stations, attacking the validity of General Order 42, as amended.

Supplementing its statement of facts and grounds for decision, made public Nov. 13, the Commission in the permits imposed rigid conditions on the successful applicants. The awards of 50 kw. grants to nine stations and 25 kw. permits to seven stations are enumerated together with specific orders of denial covering the rejected applications.

Simultaneously, the Commission authorized the issuance of regular licenses to supersede the temporary licenses previously issued to WLS, WENR and WGN, Chicago, because other stations had attached their assignments and were directly involved in the high power case. The applications of WTMJ, Milwaukee, which attacked WLS and WENR, and of WCFL, Chicago, which sought the facilities of WGN—were denied outright by the Commission.

The terms and conditions placed on the successful applicants are as follows:

"1. The period for which this construction permit shall be valid and remain in force is six months, upon the expiration of which time all construction herein authorized shall be completed.

"2. The construction period shall commence thirty (30) days from the date hereof, but such provision shall not prevent the commencement of construction herein authorized anytime before said date and after the issuance of this permit.

"3. All permittees shall submit to the Commission within 30 days after commencement of the construction period, data for approval showing the proposed site of the transmitter.

"4. All permittees shall submit for approval within 30 days after commencement of the period a description of the equipment to be installed.

"5. Within 60 days from the commencement of the construction period satisfactory evidence shall be furnished the Commission that order has been placed for the transmitter, equipment, or parts, whatever the case may be, and the date on which delivery is to be made.

"6. Within four months from the commencement of the construction period, verified statement shall be filed showing the progress of the installation to date.

"And it is further ordered that the Secretary be, and he is hereby, authorized and instructed to insert in each construction permit to be issued in accordance with the decision of the Commission, in the above-entitled matters, the following express condition which is hereby made a part of the authorization to be so issued:

"The failure to comply with any of the above conditions with respect to reports on progress of construction or the submission of data with respect thereto within the time limited, or such extension thereof as the Commission may grant upon proper showing, shall result in an automatic forfeiture of this permit."

Fame Came Easily

THE ROAD to fame for "Ginger Boys" of KOIL, Council Bluffs, was an easy one. Hardly out of their 'teens, the boys wandered into the studio a few weeks ago and apologetically asked for an audition. According to Helen Berry, musical director, they uncorked a brand of "hot" vocal trio arrangement, the like of whcih seldom has been heard on the air, and immediately they began attracting fan mail and telephone calls. They are Bob Farley, Harry Geil and Lester Wiederman.

Appeals Mark Set As Courts Differ

Legal Snarl Created as WCHI Obtains Stay in Chicago

CLIMAXED by an apparent conflict between Federal appellate courts in Washington and Chicago, appeals from orders of the Federal Radio Commission during the last two weeks established a record in numbers if not in importance.

WCHI, Chicago, of the People's Pulpit Association, ordered deleted by the Commission along with WJAZ, Chicago, to make way on the 1490 kc. channel for WCKY, Covington, Ky., obtained a temporary injunction from the Circuit Court of Appeals in Chicago after the District of Columbia Court of Appeals had denied it a stay order. Although doubt exists as to the jurisdiction of the Chicago Court, this legal snarl remains to be ironed out. As things now stand, the Covington station holds a license for full-time operation on 1490 kc., while WCHI is authorized to broadcast on the same channel under court injunction.

The view is held in some legal quarters that the Chicago court has utterly no authority in the case, and that it must vacate its order. The Commission has not been officially served with the papers, and all concerned seem at this writing to be at a loss as to how the case actually stands.

All told, four stations were doomed to go off the air Nov. 21, but two of them succeeded in obtaining court stays. In addition to WCHI, Station WMBA, Newport, R. I., obtained an eleventh hour stay order from the Court of Appeals of the District of Columbia after it had been ordered off the air by the Commission for violation of regulations. WJAZ, of the Zenith Radio Corporation, and WIBR, Steubenville, O., however, did not seek nor obtain court relief, and were stricken from the lists.

The Rev. Robert P. Shuler, owner of KGEF, Los Angeles, plans to appeal from the Commission's decision deleting that station for failure to serve the public interest. A stay order probably will be sought to restrain the Commission from making its decision operative during the pendency of the litigation, although the station has been off the air since Nov. 13.

Raising the issue of free speech on the air, the Shuler case has stirred up considerable controversy. Counsel for the station have been in Washington perfecting plans for an appeal. Mr. Shuler himself, through Los Angeles newspapers, has bitterly criticized the Commission, as well as the Court of Appeals, which he threatened to have "investigated." Some expect to see the case eventually reach the Supreme Court.

The Court of Appeals, ruling on the case of the Rev. John W. Sproul, former operator of WMBJ, Pittsburgh, a 100 watt station on 1500 kc., sustained the Commission's decision deleting the station for failure to serve public interest. (Court of Appeals No. 5349). While counsel for WMBJ raised constitutional questions concerning commission procedure, the court decided the case on the facts.

The court brought out in the opinion, signed by Chief Justice George E. Martin, that Mr. Sproul since 1929 had been "hopelessly insolvent" and that this resulted in the loss of the transmitter in April, 1930. The court added: "It was not an abuse of discretion in this case for the Commission, acting under its General Order No. 93, to consider and pass upon the application without hearing oral argument thereon. Therefore, notwithstanding the various exceptions taken by counsel below, it is manifest that appellant was not entitled to a renewal license, and it would be idle for this court to reverse the ruling to that effect."

The same court denied the motion of Norman Baker, who formerly operated KTNT, Muscatine, Ia., for an extension of time in which to pay costs for printing of the record in his appeal. Payment must be made early in December, and if this obligation is not met a motion to dismiss the appeal will be in order. KTNT was deleted by the Commission on the ground that the station was used as a "private mouthpiece" by Baker rather than in the public interest. The Commission charged also that indecent and obscene language was used and that some matter broadcast endangered public health.

Motions by the Commission to set aside stay orders granted to WNJ, Newark, and WKBO, Jersey City, ordered deleted by the Commission so their time on 1450 kc. would be assigned to WHOM, Jersey City, were denied by the court.

Authority of I. C. C. Challenged by NBC

Reply to Sta-Shine Says Act Does Not Govern Radio

PREPARATORY to presenting oral arguments at a formal hearing next month, the National Broadcasting Company on Nov. 20 filed with the Interstate Commerce Commission its reply to the complaint of the Sta-Shine Products Co., New York City, denying categorically charges of violation of the Interstate Commerce Act and challenging the Commission's jurisdiction to regulate broadcast advertising rates in any manner. (Docket No. 24738).

The complaint, filed Oct. 1, was also lodged against WGBB, Freeport, N. Y. Raising for the first time the question of the Commission's authority to rgeulate broadcast advertising rates and to evaluate broadcasting properties as the basis for such rates, the case will be the subject of a hearing in New York City on Dec. 14.

Admitting that it has not published tariffs and filed them with the Commission, as the plaintiff contended it was required to do by law, NBC holds that its failure to do so was not a violation of the Interstate Commerce Act. The law, it argued, does not apply to broadcasting, and the NBC is not a common carrier and is not engaged in the transmission of communications by wire or wireless or in any other business subject to the terms of the act. The reply was signed by Frederick H. Wood, of the firm of Cravath, De Gersdorff, Swaine & Wood, NBC counsel.

The complainant charged that the NBC and the Freeport station had levied exorbitant rates and that their practices were discriminatory. It alleged that NBC had declined to give the company the use of its facilities.

Ernie Adamson, of New York, counsel for the Sta-Shine Company, conferred with Commissioner Joseph B. Eastman on Nov. 20, in connection with the case. Examiner Cheseldine has been designated by the Commission to take testimony at the hearing.

KGMB and Government Cooperate in Honolulu

KGMB, Honolulu, Hawaii, and the United States military and naval reservation have worked out a cooperative system of exchanging broadcast programs. The Federal government installed a wired broadcast system and studio on the reservation, which is 30 miles from Honolulu, to serve its various departments.

The Honolulu Broadcasting Company leased a phantom circuit from the telephone company to connect its studio with the reservation. Consequently from 10 a. m. until midnight the two systems are in joint operation. The reservation provides KGMB with much entertainment such as band concerts, golf tournaments and boxing matches.

New Network Cables Improve Service

A. T. and T. Circuits Lessen the Risk of Interruptions, Protect Tone Values and Greatly Reduce Distortion

BY GEORGE G. BREED
American Tel. & Tel. Co.

RECENTLY, cable facilities of an improved type have been placed in service on certain important networks furnished by the American Telephone and Telegraph Company to the NBC and the CBS. The use of these new circuits greatly improves the quality of a program sent over a network and gives greater assurance against interruption.

As a result of the introduction of this circuit, the radio program goes out to the listeners along a chain with little impairment of the tonal values of musical instruments, voices and sound effects.

The new facilities have been put in service over the Red and Blue networks of NBC and the CBS network between New York and Chicago. These chains cover two routes between the two cities, one through Albany, Buffalo, Cleveland and Toledo, and one through Indianapolis, Dayton and Pittsburgh.

In addition to these, the improved type of circuit has been put in service on various supplementary legs of the radio networks: between Dayton and Cincinnati, Detroit and Toledo, Danville, Ill. and St. Louis.

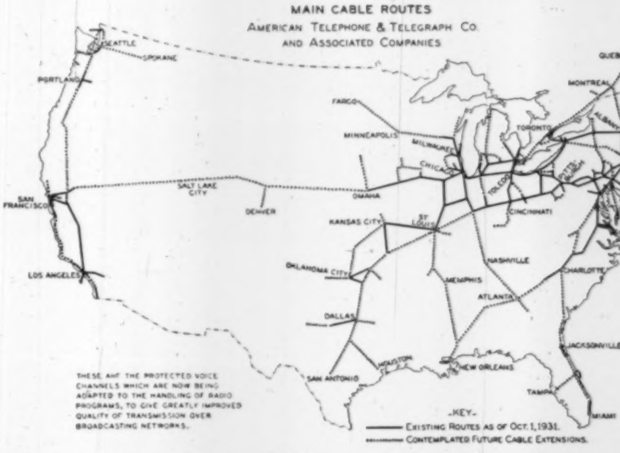
In the near future they will be operating over the New York-Boston networks, along the New York-Washington route, and over the greater part of the New England Yankee network operated by the Shepard Broadcasting Company.

Soon on Entire Net

IT IS EXPECTED that the improved facilities eventually will be introduced over the entire cable network of the A. T. & T. Company. This network is the main arterial system of the country's telephone and private wire service. The new circuit can be used in underground as well as aerial cables.

The new type of circuit owes its higher efficiency to what is known as B-22 "loading." Loading, which consists of putting copper coils around the circuit at given intervals, reduces the losses in transmission over long distances. The number of loading coils on the new channels has been doubled, being installed every 3,000 feet. The circuits have also been equipped with more efficient vacuum tube "repeaters," spaced along the circuit about every 50 miles, which re-energize the current.

The quality of transmission is further improved by devices which automatically compensate for inaccuracies in individual repeaters. Since every impulse is successively magnified by each repeater, it will be obvious how delicate must be the adjustment for this in a line 1,000 or more miles in length. Other devices automatically compensate for changes in temperature. Such changes, without this regulation, produce blurred tones, since they change the speed of transmission of tones of different frequency or pitch in varying degrees.



The new facilities materially reduce distortion. Distortion results in blurred tones and occurs when tones of different pitch are transmitted at different speeds. It is, of course, most noticeable in musical programs. This does not take place on the new circuits.

Not the least important feature of this new development is the fact that it permits transmitting radio programs over much longer distances in cable. This is, at times, of paramount importance, since it greatly reduces the risk of interruption due to storms or other damage. These cables are practically storm-proof. Putting the circuit in cable reduces the cross-talk and other noises picked up by open wire lines.

Will BBC Go Commercial?

British Columnist Says Amendment of Charter May be Asked to Permit Some Advertising Hours

WHILE certain groups in this country are agitating for "reform" of American radio by adoption of the so-called British system of government-controlled broadcasting, a movement is under way in Great Britain for "reform" of its radio methods through the adoption of the so-called American Plan of advertising on the air.

"Commercial advertising is bound to come" the columnist "Detector," concludes in the November issue of "The Melody Maker," British musical periodical. The columnist says the report is current that the British Broadcasting Corporation is contemplating suggesting legislation to amend its charter so that it might be permitted to sell occasional hours for commercial broadcasting.

"Detector" says that America as a whole is satisfied with its broadcasting and that the "fierce industrial competition" which animates broadcasting makes for better programs. Despite the objections against commercial broadcasts in the United States, he declares the programs are of "a very high quality" and that the system affords the listener "a maximum of the finest possible radio entertainment."

The comments of "Detector" follow:

"For some time past a story has been getting about that the B.B.C. is contemplating sponsoring the necessary legislation to amend its charter so that it might permit the selling of occasional 'hours' for commercial broadcasting.

"In spite of the persistence of the rumour, it does not appear to have much foundation; at least, there have been official denials.

"The main official objection to commercial broadcasting is that advertising programmes such as are given in the United States are irritating to listeners, and that the 'air' becomes choked with publicity slogans and recommendations to buy this or that commodity.

"It is an objection which, in the States, holds some little water, but it does not dispose of the fact that the commercial broadcasts are of a very high quality, and that by the system the listener is given a maximum of the finest possible radio entertainment.

"True, the American press itself banters the system, but I have never heard any serious suggestion from the other side that the merits are outweighed by the defects. In other words, America as a whole is satisfied that, on the balance, its broadcasting is all the better for the fierce industrial competition which animates it.

"But, even if this were not so, our B.B.C. cannot reasonably use it as an argument, because no one suggests in this country that commercial broadcasting should go to any such length as it does in the States, where an enormous number of transmitters are all given over to the system and the big industrial concerns dominate the air through lack of official direction and discretion.

"In Great Britain, wireless is under a unified control, and a system of limited commercial broadcasting can be contemplated with equanimity.

"The B.B.C., for instance, could easily limit the number of hours which might be sold, and the number of transmitters which, at any one time, would be available.

"What is of foremost importance is that shortage of funds is retarding the development of broadcasting in this country. One can rail as much as one likes against the present radio programme quality, but it requires almost unlimited funds to offer unlimited entertainment, and the B.B.C. purse is by no means inexhaustible.

"A real, smashing programme by first class artists, such as an advertising concern would, in its own interests, be obliged to offer, would more than compensate for any unlikely irritation that a few testy listeners might feel at hearing occasional tactful trade announcements.

"Advertising is a very intricate science, and its practitioners are fully alive to the psychology of gaining the good will of their public. They would neither offend the tenets of good taste nor overstep the limits of listener patience if they decided to invest large sums of money in radio advertising.

"Here are some very cogent reasons why the B.B.C should introduce 'Commercial Radio':

"1. It would be good for industry by opening up a new and quick sales-medium.

"2. It would produce extra revenue for the further development of British broadcasting.

"3. It would lead to vastly better programmes.

"4. It would offer highly remunerative work to a large number of artistes and musicians.

"5. It would bridge some of the empty hours which at present creep into the daily programmes.

"6. It would obviate British money passing out of the country to foreign transmitters which are prepared to sell out commercial hours.

"7. It would stimulate programme competition.

"8. It would help to regularise and legalise the present surreptitious advertising which now cankers British broadcasting.

"These are powerful and insistent reasons against which can only be raised the one insignificant objection which I have already mentioned."

Legislative Program Is Planned By NAB Executive Committee

Fight on Luxury Tax and Fess Education Bill To be Made Before Congressional Groups

MEANS of executing the score of resolutions unanimously adopted at the annual convention of the National Association of Broadcasters at Detroit in October were formulated by the executive committee of the association meeting in Washington Nov. 23 and 24. Harry Shaw, WMT, Waterloo, Ia., president, and Philip G. Loucks, managing director, met with the committee, which comprises Henry A. Bellows, vice-president of CBS, chairman; Frank M. Russell, vice-president of NBC, and William S. Hedges, WMAQ, Chicago.

The committee authorized Mr. Loucks to notify the committees of Congress charged with radio legislation that the NAB desires to be heard at any hearing during which bills affecting the industry are considered. A campaign of vigorous opposition to legislation which would further restrict the operations of stations or place additional burdens on the industry was outlined.

Meeting behind closed doors, the committee discussed numerous radio problems. Means of combatting any attempt of Congress to allocate frequencies under any system other than that established by the radio act were considered. Particular attention was given the Fess bill which would allocate to education 15 per cent of the broadcasting facilities. The Vestal copyright bill, which failed at the last session, also occupied a share of the discussions.

Cognizant of the seriousness of the North American broadcasting situation, the committee authorized a more intensive study of international broadcasting problems. It decided to request the board of directors at its next meeting to authorize a delegate from the association to attend the International Radio Telegraph Conference scheduled for Sept., 1932, in Madrid, at which efforts will be made to include certain of the long waves in the broadcast band.

Any attempt by Congress to classify radio receiving sets as a luxury for the purposes of taxation will be resisted by the NAB on the ground that a set has not become a necessity in the average American home, the committee decided. As yet, however, no definite tax program has been evolved, but Treasury officials and certain members of Congress have singled out radio as a possible source of substantial tax revenue.

The opinion of the committee that a set is not a luxury was, by coincidence, upheld by the Supreme Court of New Jersey at the time the NAB meeting was in progress. This court sustained the declaration of Judge Walter A. Kipp of the second judicial district of Bergen County that a set is a necessity in the home of a family having an income of $30 per week.

Frank Choma, of Hackensack, had refused to pay for a radio purchased by his wife on the ground that she had no right to use his credit in purchasing so expensive an article. The set cost $425.

"The proofs tend to show," the court said, "that the article was suitable in view of the rank, position, fortune, earning capacity and mode of living of the husband."

Topics Considered For Lisbon Parley

Committee Named by Jolliffe To Draft Allocation Report

TECHNICAL questions bearing on international radio were considered at a meeting at the Federal Radio Commission office Nov. 23, called by Chairman Charles McK. Saltzman to prepare for the next meeting of the International Technical Consultative Committee (C. C. I. R.) to be held in Lisbon in 1933. Representatives of the various communications companies, as well as of broadcasting interests, participated in the deliberations.

Results of these studies will be considered also at the International Radio Telegraph Convention to be held in Madrid in September, 1932, General Saltzman said in his invitation. The request has been made that final results of these studies by the United States be filed by Feb. 1, at the latest.

Technical aspects of frequency allocation, which involves to an extent the use of broadcasting waves, was singled out as a subject needing additional study. Dr. C. B. Jolliffe, chief engineer of the Commission, who presided, named a committee to draft a new report. Commander Joseph R. Redman, Navy, is chairman; others are Gerald C. Gross, Radio Commission; Loyd A. Briggs, RCA; John V. L. Hogan, chairman, engineering committee, National Association of Broadcasters; Dr. J. H. Dellinger, Bureau of Standards; H. J. Walls, Airways Division, Commerce Department; Lloyd Espenschied, A. T. & T., and Lieut. W. T. Guest, Army.

The question of group representation at the international conferences was raised during the discussion; and, while the proposal for widening of the broadcast band did not come up directly, it was inferred that it would be undesirable to have broadcasters, as well as other interests having "axes to grind," send delegates to these deliberations. Extension of the broadcast band into the long waves, now assigned to the military servies, was apparently purposely avoided. That this issue will be raised at the Madrid conference, however, is held to be inevitable, and broadcast interests of most nations are desirous of having the matter threshed out in advance.

Those who attended the conference are: Loyd A. Briggs, RCA; L. G. Caldwell, attorney; E. V. Cogley, NAB; A. J. Costigan and T. M. Stevens, Radiomarine Corporation of America; Lieut. Comdr. T. A. M. Craven, Consulting Engineer; Dr. J. H. Dellinger, Bureau of Standards; Edwin H. Duff, American Steamship Owners Assn.; Lloyd Espenschied, A. T. & T.; W. H. Floyd, Shipping Board; John Goodell, De Forest Radio Co.; S. D. Gregory, Westinghouse Electric Co.; Gerald C. Gross, Federal Radio Commission; F. P. Guthrie, RCA; William S. Halstead Army Signal Corps; Capt. S. C. Hooper, Director of Naval Communications; C. B. Jolliffe, Federal Radio Commission; C. M. Koon, Bureau of Education, Interior Department; Dr. C. G. McIlwraith, Bureau of Standards; H. C. Moore, Shipping Board; Delmas B. Newlin, Coast and Geodetic Survey; Haraden Pratt, Mackay; Comdr. J. R. Redman, Navy; Dr. Irvin Stewart, Department of State; W. D. Terrell, Radio Division; Howard Vesey, Attorney; K. B. Warner, American Radio Relay League; H. J. Walls, Airways Division, Department of Commerce; Lt. Comdr. E. M. Webster, Coast Guard; L. E. Whittemore, A. T. & T.; and Dr. William Wilson, Bell Telephone Laboratories.

Want Romace

SONGS of romance and sentiment would fill the ether if women had their way about it, according to Larry Wolters, radio editor of the Chicago Tribune, which operates WGN. A call for preferences during the station's School of Cookery program brought an avalanche of appeals for love ballads and songs of the heart, he said. The current smash, "Goodnight, Sweetheart" led "Liebestraum" and "Ah, Sweet Mystery of Life," which tied for second place, two to one, he declared. "The Rosary" and "Bell of St. Mary's" tied for third place.

Weekly is Scooped In WBSO Flashes

WHEN the Wellesley (Mass.) Townsman, a weekly, declined an offer of WBSO, Needham, Mass., to present news items each morning, Winslow Webber, manager of the station, engaged a young reporter to broadcast every morning at 8.15 o'clock for 15 minutes. The reporter is Clarence L. Stapleton, and his news flashes now consistently scoop the weekly newspaper, according to Mr. Webber. Moreover, three Wellesley advertisers are sponsoring the news features with highly satisfactory results.

The news items consist of precisely the sort of material that would otherwise go into a weekly newspaper. Covering the Wellesley community, the reporter gathers news from courts, police, clubs and athletic fields. Some items are devoted to personals, including marriages, births and deaths. Mr. Webber is planning to extend the reportorial activities to cover nearby communities.

NBC to Broadcast The Metropolitan

WHILE negotiations are in progress to include construction of the long-talked-of new Metropolitan Opera House in Radio City, National Broadcasting Company engineers are at work on the problem of placing microphones and a control and observation booth in the present opera house for broadcasts of Metropolitan Opera productions that will start about Jan. 1.

Experimental broadcasts may be presented by NBC within the next week or two, though the contract calls for regular performances to begin the first of the year. Deems Taylor, the composer and music critic, will act as narrator of the librettos.

Meanwhile, spokesmen for the Metropolitan Square Corporation, which is in charge of the $250,000,000 John D. Rockefeller, Jr., development, said that one of the most valuable sites in Radio City is being held pending a decision of the opera company as to whether it shall join the project.

The location of microphones in the present Metropolitan Opera House offers one of the most serious obstacles to the present NBC plans. O. B. Hanson, manager of plant operations, and Gerard Chatfield, technical art director, made a technical study of broadcasting conditions at the Metropolitan.

NBC engineers at first wanted a place in the "Golden Horseshoe," but they learned that no holder of the famous boxes would relinquish one for the broadcasting equipment. Some of the problems to be solved are the placement of the parabolic microphones so as not to obscure the view of the stage and so as to pick up the voice of singers moving about the stage.

Officials of NBC have made it clear that the Metropolitan Opera will be presented to listeners as the company's own contribution rather than as a sponsored program. While declining to discuss the terms of the contract, they denied that "a fortune" is being spent to make possible the broadcasts.

Winchell Sponsor Sued

WALTER WINCHELL, columnist for the American Tobacco Company, which sponsors him in the Lucky Strike Hour, and NBC were sued for slander in separate bills filed Nov. 24 in the New York Supreme Court by Prince Georges Matchabelli and his wife, Princess Norine Matchabelli, and the Prince Matchabelli Perfumery, Inc. The suit was based on broadcasts Nov. 19 in which certain references were made to the three plaintiffs.

Log Changes Available

CHANGES in the official log of broadcasting stations as published Feb. 2, 1931, have been issued by the Federal Radio Commission as of Nov. 2. Thirty stations are changed either as to call letters, assignments or ownership. The list may be procured by writing to the Secretary of the Commission, for mimeograph No. 5663.

XUM

Radio Decalogue Drafted by Elwood

Tells Boston Ad Club Ether is Ruled by Radio Listeners

John W. Elwood

THE LISTENER'S decalogue, culled from the contents of some 3,000,000 fan letters received by the NBC since the first of this year, was expounded by John W. Elwood, NBC vice president, in an address Nov. 24 before the Advertising Club of Boston. He prefaced his remarks by saying that the mountains of fan mail received by broadcasters prevent him from sharing some of the fears expressed for the future of broadcasting.

"I think that those 3,000,000 letters and of the millions of others that must come to broadcasters throughout the country every year and it seems to me that the evils of broadcasting are so easily detected and so quickly reported as to be almost self-corrective," he said. "The sins of broadcasters are visited not upon the third or fourth generation. They are hurled back into the very teeth of those who commit them or permit them to be committed."

Here's the listener's decalogue, which Mr. Elwood offered to his advertising audience:

1. I am the listener. I am the final word in determination of the popularity of a radio program.
2. I speak not in self praise with too lengthy indulgence—I will listen to a reasonable amount of sales talk but make it snappy.
3. Tell me not the same story again and yet again. I have no desire to memorize your stuff.
4. Use discretion and taste as to the character and timing of your message. Crash not in upon my uplifted mood inspired by noble music with barkings about your product.
5. Make your program high class whatever type they may be. Rather would I hear a first class harmonica-player than a third rate symphony orchestra.
6. Speak not in the tongue of the liar, neither use superlatives until I sicken.
7. Emit not wisecracks on important occasions, neither be solemn nor soggy at lissome moments.
8. Sell not shaving cream in the afternoon nor broadcast household hints at night.
9. Introduce not guest speakers of unpleasing voice. If they speak not well, let some one else read their stuff.
10. Conform to the rules of good taste, courtesy, decency, and common sense. You enter my humble abode as an invited guest, but mistake not the warmth of my welcome for an invitation to become a permanent lodger. These be my whims and caprices. By them are you judged. Hearken to me and practice these precepts lest I give you the razzberry and turn off the darn thing, clap on my hat and to the movies.

All-America by Radio

A POLL of the radio audience to determine its opinion of the relative merits of the season's football stars was conducted during latter November in connection with the "Trumpeters" program on CBS, sponsored by Hart-Schaffner & Marx. Listeners were asked to obtain ballots at the company's various stores throughout the country and to fill in 11 blanks, accompanying their All-American selections with a 30-word letter of explanation. The All-American team will be announced shortly after Dec. 1, by Ted Husing, sports announcer, who will act as judge with Sol Metzger and Warren Brown, sports writers.

Device to Measure Television is Asked

Terrell Reveals Experiments On Modulation Percentage

TELEVISION'S invasion of the ether waves, even though still experimental, makes necessary the policing of these new visual channels to guard against interference, William D. Terrell, director of radio, Department of Commerce, declares in asking for television measuring apparatus in his annual report.

Reporting to Secretary of Commerce Lamont, Mr. Terrell said an experimental receiver for interception of television and measurement of the frequencies of television stations should be obtained as soon as possible. At the present time, he declared, these stations can be measured but cannot be identified.

He brought out that many experiments have been conducted by the Radio Division during the past several months on all available types of modulated radio transmitters to determine how these measurements could best be made. These experiments have included television. He added that his division is trying to determine a satisfactory method of measuring the percentage of modulation at broadcasting and other radiotelephone stations.

Records of the Division were said by Mr. Terrell to show a constantly increasing improvement in frequency control since the monitoring work of the division was inaugurated. For example, last December 339 broadcasting stations were measured, and the frequency variation of 35 was less than 100 cycles above or below the assigned frequency. The variation of 66 was less than 220 cycles, whereas the variation of 238 stations was more than 200 cycles.

In June 330 stations were measured, and the variation of 97 of them was less than 50 cycles, of 71 others less than 100 cycles, and of 69 others less than 200 cycles, with the remaining 93 exceeding 200 cycles. He pointed out that, while the permissible deviation now is 500 cycles plus or minus, beginning June 22, 1932, the tolerance will be reduced to 50 cycles.

"The reduced tolerance will necessitate broadcasting stations exercising greater care and in some cases providing better equipment," he said. "It is anticipated that this will also mean a considerable increase in the work of the monitoring stations."

Further tests are being conducted by the division with the aim of measuring not only the percentage of modulation and quality of broadcasting stations but also the degree of distortion which might be present, Mr. Terrell said. Such tests have been especially significant, he explained, in that they enable the broadcaster to improve his service and offer the listening public better reception through the reduction of distortion. Also, the tests reveal directly whether the station is meeting the requirements of the Radio Commission with respect to modulation.

In fields outside broadcasting, Mr. Terrell brought out that there have been marked advances both in amateur and police radio. In 1929, he said, there were 16,829 licensed amateur stations, in 1930 there were 18,994 and this year there are 22,739. The use of radio as an aid in directing the work of police continues to grow, he stated, pointing out that last year there were 20 such stations, whereas up to June 30, 1931, the total had grown to 53 in operation with 10 others holding construction permits. The total now approaches 100, including those holding construction permits.

San Francisco's Mayor On the Air Immediately After Election

WITH MICROPHONES and special broadcasting equipment installed in the city registrar's office in San Francisco, NBC made it possible for the public in the bay region to follow the actual count of votes in the municipal and county elections there early in November.

As soon as the polls closed on election night, NBC was on the air with the first returns, and continued to present them to the public throughout the evening from 5 to 10 minutes before local newssheets could relay the figures to their own offices.

The re-election of Mayor Angelo J. Rossi was confirmed and broadcast to radio listeners early, and long before newspapers were on the streets with extras announcing his victory, the successful candidate had thanked voters and outlined over the NBC microphone the policy of his new term.

The election broadcast, one of the most unusual on record, was one of the first broadcasts of election returns directly from the tabulating machines. A similar plan was also carried out by WWJ, of the Detroit News, in that city's recent elections. It was carried out under the personal direction of Don E. Gilman, NBC vice-president in charge of the Pacific division, in cooperation with the San Francisco Examiner.

KGO, Oakland, key station of the NBC-KGO network, and KYA, San Francisco, one of the group of Pacific coast stations recently acquired by NBC, were used alternately for the broadcast of the election bulletins, thus causing only brief interruption of scheduled programs of the evening.

Radio and Press Should Be Allies, Says Publisher

WHILE broadcasting and television are potent rivals of the newspaper, each has a definite niche of responsibility, Frank E. Tripp, publisher of the Elmira (N. Y.) Star-Gazette, and head of the Gannett newspapers, declared Nov. 17 in an address before the Los Angeles Advertising Club.

"Radio ought to be a firm ally of newspapers," Mr. Tripp said. "It can really increase news readers and boost circulation. Radio will always be a powerful spot news medium. But people want to read their news where and then they want it for daily happenings. So the newspaper will remain a matter of record to supplement radio news spots. Perhaps tomorrow's paper will thus become more analytical and interpretive.

"After all, in the final analysis, radio cannot force advertising on listeners, though of course it can foist publicity on them just as the films do."

Mutual Promotion

WBBM, Chicago, and the Chicago Daily Times have worked out a neat scheme of mutual promotion. The newspaper buys a half hour's time each morning to present news bulletins, whereas the station buys a column in the paper to present a breezy digest of the day's programs by its own press agent.

BROADCASTING

THE NEWS MAGAZINE *of*
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager

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Congress

"WHEN people are standing in breadlines, why should Congress bother about this propaganda against radio and advertising?" Thus spoke one influential Senator as Congress was gathering for next week's opening session. With the welter of emergency legislation growing out of economic conditions before it, there is little probability that Congress of its own volition will delve very deeply into radio problems. But that it will be harrassed by powerful lobbies opposed to existing broadcasting is certain.

Various bills, some "repeaters" from the last session, will be introduced. These include the Fess bill to allot 15 per cent of the wave lengths to education and the Vestal copyright bill. There will be a measure to bar lotteries and schemes of chance from the air; this probably will pass because there is no serious objection from the broadcasters. Other miscellaneous measures will include amendments to the legal procedural provisions of the radio act, a proposal by Representative LaGuardia, of New York, to tax broadcasters 25 per cent on gross receipts in order to realize $100,000,000 for the Federal Treasury (the folly of which is so apparent that it does not warrant discussion) and all kinds of other proposals.

In February, the Senate must confirm the appointment of a Federal Radio Commissioner, for the two-year term of Judge Ira E. Robinson of the second zone expires Feb. 23. Whether he will be reappointed by President Hoover is still conjectural. Though he has hosts of friends, it is known that several persons are angling for his job. This is the one tangible piece of radio action that can be expected from the new Congress, in which, withal, it is to be hoped that there will be little more than talk about radio.

Racket

IT IS IDLE and unnecessary to answer, paragraph by paragraph, the sixteen points raised by the estimable Mr. H. O. Davis, publisher of the Ventura (Cal.) Free Press, in his memorandum offered to newspaper publishers throughout the land as a *modus operandi* for a death fight against Radio by the American Plan. BROADCASTING publishes his covering letter and the memorandum fully in this issue simply to call attention of the radio world to the sort of insidious propaganda—with motive all too obvious—that is going on behind the scenes.

As we pointed out in the last issue of BROADCASTING, wherein we published a list of 155 newspaper-owned or affiliated radio stations, there are too many newspapers and newspapermen in radio, and there are too many journalists enlightened about radio's problems, to fear any real results from the various anti-radio campaigns now under way. Mr. Davis' campaign is one such; it is directed through copious mailbags emanating from his little newspaper office and from branches he has established in Los Angeles and Washington.

But the misinformation and misconstruction of facts, and the lack of constructive proposals, may register here and there to somebody's annoyance now and then. The facts should out as to what he is doing.

Radio may have its shortcomings, but they are undoubtedly the growing pains of a young industry—the same pains the press suffered before free speech was firmly established and before the better element began to reject quack medicine ads and check up on other suspicious advertising. We fail to see, however, where broadcasting, with various competitive networks serving variously owned competitive stations, and with more than 600 stations in the hands of nearly as many different enterprisers, can be called a monopoly.

We fail to see where broadcasting, liberal in the extreme in the allotment of its time to education and offering the educators still more, has been guilty of squelching education on the air. We fail to see where radio threatens to bring what Mr. Davis calls "movie sex smut" and "idealized gangsters" into the homes of the land. We fail to see where broadcasting has encroached upon the amateurs in any way, and we offer the amateur organization themselves, whose alumni are the technical basis of the present radio structure, as witnesses. We fail to see where radio as a whole has been guilty of "insidious propaganda" against any existing institutions.

It is on this very matter of propaganda that we have our strongest convictions. If the broadcasters will take the trouble betimes to tell their audiences the plain and unvarnished facts about their problems, about the necessity of earning their own way in the absence of any form of subsidy (not even such postal privileges as the press enjoys), about the real motives behind those who are fighting to take their hard-earned substance away—if the broadcasters will do this, they will have the most powerful force on earth behind them, Public Opinion.

Let the public know the facts, take them inside the studios, and soon these very Senators and Representatives in Congress and the Legislatures—from whom Mr. Davis seems to expect so much support—will know the facts too.

As a matter of fact, radio, with all its proved effectiveness as a political campaigning medium, hardly yet seems conscious of the tremendous editorial power it can wield in itself. We do not suggest that the broadcasters should plunge individually into the maelstrom of politics and use their mikes for "insidious propaganda" for any cause. We mean that they have many powerful friends whom they ought to cultivate, the Public being the chief of these, of course.

Broadcasters should realize that in their stations (quite properly restricted by law to give equal opportunity to all candidates for political office) they have political media that are absolutely necessary to candidates. Those candidates, in our experience, become staunch friends of radio, once they have used the medium for campaigning purposes—whether they pay card rates for the privilege or not.

With all the power of the press, radio is one of the most potent political forces in the world. It has not been abused thus far, as nearly every candidate who has used it will testify. It is not likely to be abused in the future. Mr. Davis overlooks the fact that the "managing editor" of a radio station is quite as powerful as the managing editors of the newspapers in that same community.

The RADIO BOOK SHELF

DECRYING radio as an agent of war propaganda, Heber Blankenhorn in an article on "The Battle of Radio Armaments," in the December HARPER'S views with alarm what he considers international friction in nation-to-nation broadcasting. Assuming a pessimistic attitude, Mr. Blankenhorn asserts that "radio is broadcasting more war than peace." The difficulties in international broadcasting appear to the author as inherently domestic. He lays stress on the fact that governments, recognizing the power of radio, fear it as an instrument of propaganda. The technical difficulties and the heavy expense involved, the firm belief of each nation in the superiority of its own programs, and the "organized monotony," he holds, are detrimental to successful international broadcasting.

But do they constitute a source of fear that "science, which * * * devised the horrors, the gas, and liquid fires of the last war," will dedicate radio to the same end? Commercial broadcasting is less to be feared than government-controlled in that it is decidedly less nationalistic in character. Governments which infuse nationalistic propaganda into their programs are taking a step backward in the march toward successful international broadcasting.

According to Mr. Blankenhorn, tolerance is the only solution. He is of the opinion that radio "in the hands of the dictator and the bureaucrat may become a source of inflammatory propaganda. Free radio means an easy and constant interchange of thought between one country and another. Free trade in radio broadcasting may well prove a source of international understanding and good will. But the trend is not in that direction." One might infer that Mr. Blankenhorn's fears are not for radio in itself but for the "throttling" of it. The author is identified by the editor of HARPER'S as "A New York journalist, now residing abroad, who has written frequently for the liberal press.—LAURA SMITH.

"EMOTIONAL KICK" is the thing in a successful radio program, concludes John Eugene Hasty in the Nov. 19 PRINTER'S INK. The program which fails to include this priceless ingredient, he says, may, like the steam shovel, gather a casual audience of listeners who haven't anything better to do. "But," he adds, "so far as getting genuine attention and inter-

(*Continued on page 29*)

We Pay Our Respects to—

WILLIAM D. TERRELL

TWENTY years of stewardship as Uncle Sam's first radio official are being rounded out by William D. Terrell, director of radio of the Department of Commerce. Back in the days when "radio" was known as "wireless"—in 1911, to be exact—Mr. Terrell was assigned title and rank of "Wireless Ship Inspector." His staff comprised another inspector. Growing with the vigorous young art and always at the helm of its field inspection activities, Mr. Terrell today is the chief traffic cop of the ether, commanding a force of 190 persons.

This year of 1931 marks several anniversaries for this slight, kindly, soft-spoken official. It not only is his twentieth year as a Federal radio official, but it brought his thirtieth wedding anniversary and his 60th birthday. It is a coincidence that his birthday, August 10, is the same as that of President Hoover, under whom he served for eleven years while the present Chief Executive was Secretary of Commerce. And it is also a coincidence that his wedding day, November 6, is the day on which Mr. Hoover was elected to the presidency. Nor should it be overlooked that both Mr. Hoover and Mr. Terrell are of Quaker ancestry.

Born at Golansville, Va., in 1871, Mr. Terrell has maintained his residence in the Old Dominion state despite his service in Washington. When he was appointed Wireless Ship Inspector in 1911 his colleague was the late R. Y. Cadmus. Mr. Terrell covered the eastern seaboard, and headquartered in New York. Mr. Cadmus' "beat" was the West Coast. In 1915 Mr. Terrell was transferred to Washington as "Radio Inspector in Charge" and his force had grown to 35 people.

As radio made its meteoric strides the work of the Radio Division grew apace. Then came 1921 and the "radiotelephone" era, which overnight evolved into broadcasting. From then until that fateful day in 1926 when the radio law broke down, radio regulation in all its aspects was regulated by Secretary Hoover as the directing head with Mr. Terrell in actual charge. The following year saw the Federal Radio Commission created to take over administrative control, but the Radio Division continued its supervision of field activities and inspections—a job that grows increasingly important as radio settles down into a front rank industry.

Mr. Terrell's force did not forget this was his "anniversary year." A few weeks ago they presented him with a handsome silver service and an electric clock, ship-bell model. But the third gift, an album containing the signatures of every member of the Division staff, from assistant director to office messenger, is the one he prizes most.

PERSONAL NOTES

G. A. RICHARDS, president of WJR, Detroit, has gone to Beverly Hills, Cal., to spend the winter, combining vacation with a study of broadcasting on the Pacific coast.

VIRGIL V. EVANS, general manager of WNOX, Knoxville, Tenn., and WSPA, Spartanburg, S. C., recently delivered a series of talks on "Broadcasting and its Relation to Retail Sales" before all the luncheon clubs of Knoxville.

JACK STEWART, who inaugurated a sports column under the title "Call 'em Right" over WDAY, Fargo, N. D., has taken his program to KOY, Phoenix, Ariz. Stewart, one of the foremost sports authorities in the Northwest, is sports editor of the Phoenix Evening Herald.

HARRY SEAY, formerly of the Detroit Free Press national advertising staff and later with WWJ, Detroit, has joined the staff of WOL, Washington, as a specialist in commercial transcriptions.

WINSLOW WEBBER, manager of WBSO, Needham, Mass., spoke Nov. 16 before the Massachusetts Federation of Churches and the Council of Religious Education on the "Good Cheer" program broadcast every afternoon from 3:30 to 4:00 o'clock, featuring talks to shut-ins by various ministers of churches in the Boston area.

MISS DOROTHY COLLINS has joined the sales staff of KTM, Los Angeles, for beauty shop, interior decoration and home furnishing accounts. She was formerly a professional interior decorator in exclusive Pasadena and Los Angeles shops.

WJAG, Norfolk, Neb., is being directed this winter by T. A. Bandelin as manager. Dan Ireland is studio director, Charles Tracy, assistant station manager, and Miss Frances Warner, program director.

RAY GIRARDIN, formerly with WORC, Worcester, has joined the staff of WEEI, Boston.

WALTER J. NEFF, who deserted the artistic side of broadcasting for an executive post with WOR, Newark, will be married in February to Claire Pohley, one of the station's artists.

WILLIAM ELLSWORTH, formerly with WIL, St. Louis, is now manager of KUOA, Fayetteville, Ark.

DWIGHT FAULDING, resident manager of KDB, Santa Barbara, Cal., is reported planning to retire from radio work to give full time on the management of the Faulding Hotel, in which the station quarters are housed.

C. M. C. RAYMOND, 10 years secretary of the Los Angeles Advertising Club, more recently commercial manager of KHJ, Los Angeles, is now the Los Angeles sales representative for KGER, Long Beach, Cal.

BERTRAND L. BRYANT, former sales manager of KJR, Seattle, has been appointed manager.

PAUL GALE, formerly traffic manager of KJR, Seattle, in November became assistant traffic manager of the two Pacific coast NBC networks with offices in San Francisco.

E. A. NICHOLAS, sales manager of RCA Victor Co., has been named a director of the Radio Manufacturers Association, succeeding E. E. Shumaker, president of the Camden company, who is retiring from business Jan. 1.

O. H. CALDWELL, former Radio Commissioner and now editor of "Radio Retailing" and "Electronics," who is an amateur astronomer, will address the Amateur Astronomers' Association Dec. 2 on "The Electric Eye in Modern Astronomy."

CESAR SAERCHINGER, London representative of CBS, who has been visiting in this country, sailed for London Nov. 27 with Signor Dino Grandi, the Italian Foreign Minister.

ARMSTRONG PERRY, director of the service bureau of the National Committee on Education by Radio, was to return to Washington Nov. 30 from a three-months tour of European countries in which he studied educational broadcasts.

LAMBDIN KAY, veteran announcer and manager of WBS, Atlanta, was guest announcer at the "international radio party" sponsored by the International Radio Club of Miami in honor of various countries of North America, during the week of Nov. 9. The program was broadcast by WIOD, Miami. Mr. and Mrs. Kay made the trip from Atlanta by airplane.

MRS. CLAUDIA E. MACHOL, formerly in th eprogram operations division of WOR, Newark, has joined CBS in New York in a similar capacity. She is a well known writer and a writer of articles that have appeared in the Saturday Evening Post, Collier's and other magazines.

WILLARD JEROME HEGGEN, formerly with Funk & Wagnalls as associate editor to Dr. Frank Vizetelly, a 1928 graduate of Harvard and formerly with newspapers in New York, Boston and Omaha, has been added to the public relations staff of CBS in New York.

JOE C. DONOHUE, formerly promotion manager for Columbia Concerts Corp., subsidiary of CBS, and before that with the Lennen & Mitchell advertising agency, New York, has joined the New York staff of CBS as an administrative assistant.

WILLIAM SCHUDT, JR., who has been acting director of programs for W2XAB, CBS experimental television station in New York has been appointed permanent director. He has been arranging the sight broadcasts since the transmitter went on the air in July. Schudt is well known to radio listeners for his "Bill Schudt's Going to Press" period, in which talks by newspaper and magazine men are presented and which celebrates its third anniversary Dec. 2.

BEHIND THE MICROPHONE

PHILIP JAMES made his 100th appearance as conductor of the Little Symphony Orchestra over WOR, Newark, on Nov. 28. He founded the New Jersey orchestra in 1922 and was its conductor for seven years.

H. V. KALTENBORN, veteran news broadcaster over the CBS network, was forced to undergo an operation this month after establishing a record of 1,583 broadcasts without ever missing an appointment. He even "edited the news" from his bedside in the hospital until taken into the operating room. Robert E. McAlarney, also an experienced newspaper man, substituted for his old friend.

FLOYD GIBBONS, war correspondent and NBC radio speaker, has joined the International News Service and Universal Service, Hearst press associations, and sailed Nov. 21 from San Francisco to cover the war in Manchuria.

ED COURTNEY, formerly commercial manager of KFJM, Grand Forks, N. D., has joined WDAY, Fargo, N. D., as junior announcer. Courtney supplements a staff of four announcers at the Fargo station.

ROLLY CHESTNEY, formerly with Lawrence Welk and his MCA dance orchestra, has been named musical director at WDAY, Fargo, N. D. Chestney, composer of several popular tunes including "There's Depression on Everything but Love" and "Not Good But Loud," has complete charge of WDAY's musical units.

CHARLES SEAMAN, WJAY, Cleveland, has been named chief announcer, succeeding Russell Richmond who recently left WJAY for WHK, Cleveland.

MEREDITH WILSON, music director of KFRC, San Francisco, returned from New York late in November, and brought with him Henry Hadly's new suite, "San Francisco," and Hugo Riesenfeld's "Cubanola" for their premiere over the air.

ALAN KENT and Dan Russell, announcers at WOV, New York, have been signed by the NBC. They began work over the WEAF-WJZ network Nov. 23.

BILL SIMMONS, dance band leader heard over KYA, San Francisco, has just written a new song, "Silvery Arizona Moon."

HUGO FREY, who wrote the fox trot "Havanola" nearly a decade ago, has just written his "Meditation" on Tschaikowsky's overture to "Romeo and Juliet." Western stations featured it during the Thanksgiving week-end. He is now with the M-G-M studios in Culver City, Cal.

THE HAPPY GO LUCKY gang of KFRC, San Francisco, went to Tacoma, Wash., late in November to present one Friday and two Saturday shows at a playhouse. Al and Cal Pearce, Norman Neilson, Tommy Harrie, Munroe Upton, Charles Carter, Edna Fischer, Edna O'Keefe, Cecil

Wright, the Clarke Sisters and others made the trip.

BILL SLATER, who described all University of Minnesota football games this year over WCCO, Minneapolis, is now an instructor at Blake School, near Minneapolis. Slater is a graduate of West Point and a former football coach.

EDDIE CANTOR, radio's "candidate for President," will continue to be heard over the NBC-WEAF network through January. Cantor was asked to sign a long-term broadcasting contract for 1932, but could not accept because of Hollywood commitments. By special arrangement with his motion picture employers the comedian will stay in New York through January to continue his Chase & Sanborn broadcast Sunday nights at 8:00 p. m. EST.

RUSS COLUMBO, heard nightly over NBC networks, has written four ballads soon to be published. They are: "You Captured My Heart," "My True Story," "Prisoner of Love" and "Only a Voice on the Air." Columbo often includes these compositions in his broadcasts.

PHIL STEWART, announcer at KYW, Chicago, recently married Estelle Meyers, of Chicago. The couple slipped away secretly to Crown Point, Ind., but were back in Chicago the following day.

NELSON CASE, the son of a California newspaper publisher, is the newest addition to the announcing staff of NBC's San Francisco studios. A graduate of William and Mary College, he is a former newspaper reporter, orchestra leader and piano soloist.

JEROME De BORD and Henry Peters, known as the "Yodeling Twins," have left KGBZ, York, Neb., to join KFEQ, St. Joseph, Mo., for daily appearances.

MATTHEW D. CRAWFORD, tenor soloist of KSTP, St. Paul, and an aviator, died suddenly following an operation of appendicitis.

PAT MURPHY, formerly a music student at St. John's College, Minnesota, has joined KSTP, St. Paul, as staff announcer.

TOM TRUESDALE, whose Musical Aviators orchestra has been featured on CBS, recently flew back to his home town of Charlotte, N. C., where his father is a pastor, to be guest conductor of a series of programs over WBT, Charlotte, and the CBS Dixie network.

VIRGINIA GARDNER, NBC dramatic actress in New York, has declined an offer to appear in the forthcoming George Gershwin musical satire in a Broadway playhouse. She prefers to remain in radio.

PHIL LEVANT and orchestra have gone to the Club Madrid, Milwaukee, and are being heard over WTMJ, Milwaukee.

WILDA WILSON CHURCH, producer at KGO, Oakland, Cal., in its early days, recently celebrated her sixtieth birthday by returning to the NBC microphone in San Francisco Nov. 24 to recreate the role of Gran'ma Jenkins in the Goshen Center serial of life in the middle west in the nineties. Mrs. Church is now living in Ojai, Cal.

FRED G. IBBETT, formerly with the British Broadcasting Corporation and recently with the NBC production department in Chicago, is now with WBBM, Chicago, and is writing, directing and presenting the "Surprise Package" sustaining feature over that station and the CBS Farm Community network.

WBBM, Chicago, has added a new harmony trio consisting of Earl Smith, baritone and guitarist; Dick Newlin, tenor and saxaphone-clarinet player, and Jack Gardner, second tenor and pianist.

SINGIN' SAM, feature of the Barbasol program on CBS, has just signed a new two-year contract with that sponsor, according to an announcement by Erwin, Wasey and Co., New York advertising agency.

BUD SCHER has joined WHBL, Sheboygan, Wis., as announcer and staff artist.

MORTON DOWNEY, tenor of the Camel Hour on CBS, departed for California in mid-November for a vacation of two weeks. Tony Wons and Jacques Renard's orchestra continued in their regular roles, with the Roundtowners contributing two numbers to each broadcast.

ARTHUR HERBERT, musical comedy star, song writer and tenor, heard in the early days of radio over WJZ, New York, has joined WLW, Cincinnati, as a staff artist, and is now starring on the Sunday Gold Medal Express programs.

SINCE the departure of the Hudson Singers from WJR, Detroit, to join the Chicago staff of NBC as the silvertone Quartet, a new foursome has been formed at the Detroit station. The members are: Wayne Van Dyne, first tenor; Joe Kendrick, second tenor; Bob Liscum, baritone, and John Renton, bass.

GERARD BARRY, in charge of orchestra bookings of the NBC Artist Service bureau in Chicago, died Nov. 13 after two months illness.

NORRIS WEST, staff announcer of WCAU, Philadelphia, has been assigned to the Curtis Institute of Music Broadcasts, which are carried on a coast to coast CBS hookup.

KATHERINE JANNESS, soprano, formerly of WGN, Chicago, is now on the air as a regular feature over WCAU, Philadelphia.

DOT MEYBERG, film editor of KELW, Burbank, Cal., has a new assistant in the person of Miss Sadie Sonek, of New York. Miss Meyberg, society editor for many years, is doing a 15-minute program over KELW each weekday at 11:45 a.m. with gossip of the film studios. Daily she visits the stars in their homes, at the studio or on the lot, and reports back to her radio audience.

JASCHA BOROWSKY is now directing the Biltmore hotel concert orchestra, heard via KHJ, Los Angeles, daily. He had previously organized and directed the Honolulu symphony orchestra of 45 pieces.

A. H. WEIBEL has joined the staff of KGNF, North Platte, Neb., as continuity head. He formerly was connected with papers in Lincoln and McCook in editorial capacities.

JOHNNY WALKER, "your host on the Isle of Golden Dreams,' who has been heard over KOIN, Portland, Ore., is making himself known to the audience of KHJ, Los Angeles, in a series of Wednesday night programs. His "How do you do, ladies and gentlemen" has become familiar to the coast. The program features South Sea melody and atmosphere.

PHILIP JAMES made his 100th appearance as conductor of the Little Symphony Orchestra of WOR, Newark, Nov. 28.

EDMUND CASHMAN, formerly with WNAC, Boston, and more recently with WABC, New York, has returned to Boston to join the production department of WAAB. Oscar Elgart, who led the Douglas Shoe program orchestra over CBS, has joined WNAC and the Yankee network as assistant music supervisor.

LARRY WESCOTT, former announcer at WEEI, Boston, now in the insurance business in Baltimore, was a recent visitor at WEEI.

PETER DONALD, 11-year-old announcer of the Uncle Olie and his Gang program on CBS, has appeared in many stage successes and has made several film appearances in spite of his youth. His parents are vaudeville artists, and his stage experience includes performances in the British Isles, New Zealand, Australia and South Africa.

IN THE CONTROL ROOM

DR. VLADIMAR ZWORYKIN, Westinghouse cathode ray television experimenter, delivered a talk on "Television with the Cathode Ray Tube" Nov. 11 before the Television Society of London, England, meeting in University College.

THE ENGAGEMENT of Miss Theresa Crippen to Raymond Strong, control room engineer of WGY, Schenectady, was recently announced. Miss Crippen is secretary to Williard J. Purcell, engineer in charge of WGY.

J. C. VAN HORN, of Philadelphia, has been named vice president of RCA Institutes, Inc., in charge of its resident schools in New York, Chicago, Philadelphia and Boston.

ARMONDO CONTO, engineer of the Western Television Corp., Chicago, has been at work installing the new television station of CKAC, Montreal, owned by the French newspaper La Presse.

JOHN L. BAIRD, managing director of the Baird Television Co., London, now on an indefinite visit in this country in the interests of his inventions, was married in New York Nov. 14 to Margaret Cecilia Albu, British concert pianist. The ceremony was broadcast by WMCA, New York, which is planning to install Baird television transmission equipment.

Spokane Stations Rebel Against Relief Program

UNEMPLOYMENT relief broadcast gratis by the networks for President Hoover's national committee have provoked a "radio situation in Spokane, where the three network stations have decided to ban them because of their "depressing influence" upon the people.

According to reports published in Spokane, the action was prompted by complaints of the retail trade bureau of the Spokane chamber of commerce. Senator Dlil, co-author of the Radio Act of 1927, however, opposed the ban and threatened to have the franchises of the larger stations "revoked" for the period of the broadcasts, the reports state.

The trade bureau held that the programs tend to retard rather than aid return of normal conditions, according to Louis Wasmer, manager of KHQ, Spokane, one of the stations involved. The appeals have been broadcast weekly over nationwide networks.

"The whole thing is silly," Senator Dill is quoted as having said. "If the stations don't give these programs, I will ask the radio commission to give KFIO, another Spokane station, time at night, and I shall ask that the franchises of the larger stations be revoked for that period."

Meetings Suspended

THE FEDERAL Radio Commission will hold no regular meetings between Dec. 22 and Jan. 4, but emergency or routine matters will be handled in the customary manner, subject to ratification when the next regular meeting is held.

Kolin Hager Made Manager of WGY

Kolin Hager

KOLIN HAGER, until recently vice president in charge of programs for the several stations of the Buffalo Broadcasting Corporation, has returned to WGY, Schenectady, as manager after an absence of two years. He succeeds A. O. Coggeshall, for the last two years acting manager, who continues in an executive capacity.

Although the exact arrangement has not yet been announced, WGY has entered into a closer time-allocation arrangement with NBC which virtually gives the latter a complete outlet at Schenectady without, however, the management of the station and its license, as in the case of the other General Electric Company stations, KOA, Denver, and KGO, Oakland.

Mr. Hager will continue to offer local presentations, and the identity of WGY as an upstate New York station will not be lost by the fact that a large portion of its time will be made available to the network.

It was in 1922 that Mr. Hager, then employed in the advertising department of General Electric, was selected to assist in the preparation of the inaugural program of the station. He had a knowledge of music and a good singing and speaking voice. Overnight his voice became known to thousands, and his selection as manager followed soon. He operated the station for seven years under the direction of Martin P. Rice, who was manager of broadcasting for General Electric, and he participated in most of the pioneering efforts of the station, including the radio television drama first presented in association with Dr. E. F. W. Alexanderson.

California Judge Holds Court Broadcast Proper

DESPITE protests from bar associations, Superior Judge Harry W. Falk, of Los Angeles, is convinced that murder and other sensational trials should be carried to the radio audience via microphones in the court room, according to current press dispatches quoting him.

Criticized for permitting the local broadcast of the retrial of David H. Clark, former deputy district attorney, charged with murder, Judge Falk, holds that trials should be broadcast when public interest warrants. He permitted the broadcast after presiding Judge Stanley Murray had denied such a privilege in the first trial.

"Opposition to broadcasting," Judge Falk is quoted as saying, "is based on ancient prejudice rather than on sound reasoning. I predict that within 10 years American citizens will be able to sit in their homes and by radio and television, not only hear but see public events, including trials."

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

DEMOCRATIC leaders in New Jersey, converging on Union and Morris counties for the fight for the Congressional seat of the late Representative Ernest R. Ackerman, supplemented their newspaper campaigns with the facilities of WOR, Newark. Two broadcasts were arranged, one on Nov. 25, in which Percy H. Stewart, Democratic nominee, was presented to the voters and the other on Nov. 30, in which Governor-elect A. Harry Moore spoke in his behalf.

DOUBLE Suds Review, the first radio program of news notes for women to take the air as a regular feature, entered its second year over WMAQ, Chicago, Nov. 11. The feature is sponsored by Proctor and Gamble, Cincinnati, and is presented by Miss Jane Hamilton, home economics expert of the station. It promotes American Family Soap Flakes and American Family Soap.

SINCE Feb. 9, 1931, when it first became a commercial station, WBSO, Needham, Mass., reports that it has carried more than 500 accounts, including transcriptions and spot announcements. At present more than 70 per cent of its time is sold.

AMONG the recent new accounts of WGY, Schenectady, are the following: Smith Brothers, Poughkeepsie; J. Laskin & Sons, Milwaukee, Wis.; Arzen Laboratories, Clinton, Ia.; Buick Motor Car Co., Detroit; Mantel Lamp Co. of America, Chicago; D. L. & W., "Blue Coal," New York, and Richfield Oil Corporation of New York.

NOVEMBER accounts reported by WMCA, New York: Life Saver, Vick Chemical Co., Richfield Oil, White Lead and Paint Co., Chevrolet Motor Co., Bond Bread Co., Edna Wallace Hopper, Adam Hat Co., I. J. Fox, Ralston-Purina Co., Brentano's Book Shop, New York World-Telegram, New York Mirror, Namm department store and Findlay-Strauss.

WHEN a change in time made it impossible for KYW, Chicago, to continue with the Ken-l-ration program on NBC, Chappell Brothers, Rockford, Ill., makers of a dog ration, refused to sever relations with the station. As a result KYW no longer offers the listeners Rin Tin Tin by network on behalf of this advertiser, but it is in possession of a brand new one-year contract by which the "Chicagoans," a fine male quartet, will act as the advertising medium for the product each Sunday afternoon at 5:15 o'clock over that station alone.

FOUR half hour periods daily are being used by The Greater Boston Store, Joliet, Ill., over WCLS, Joliet. Transcriptions produced by Radio Transcription Company of America and also the Philco, Friendly Five and Phoenix transcriptions are presented. This store, according to P. W. Lampertin, advertising manager, also sponsors football and basketball games in season and various other features, claiming a record for radio advertising.

CAL KING'S Country Store, noonday program over KYA, San Francisco, is operated by Carl King who sells the time and announces the program in the form of a radio shopping news. KSL, Salt Lake City, is doing some evening programs for the Zion's Savings Bank of that city.

THE DAILY shopping news service over KGW, Portland, Ore., is being conducted by Archibald Presby.

CURRENT transcription accounts of KMOX, St. Louis: Jim Corbett talks, Mail Pouch; Edna Wallace Hopper, beauty chats; Success Reporter, Life Savers; Dixie Ensemble, Maxwell House; Capt. Healy, Tanlac; Famous Beauties, Woodbury soap; Rhythm Pounders, Remington typewriter; Chevrolet Chronicles; orchestra, Johnson floor wax.

WITH the announcements of new automobile models in national advertising campaigns, WCCO, Minneapolis, found that several Twin City dealers wished to tie up with local broadcasts. One of the Minneapolis Buick dealers presented a special program, Nov. 13 to announce the initial showing of the new Buicks at his establishment the next day. Several Chevrolet dealers are also planning special broadcasts with the showing of their new model Dec. 5.

CONSISTENT returns are reported from the program of the Campbell Cereal Co., Chicago, a week-day early morning 15-minute feature on KHJ, Los Angeles. Kenneth Niles, announcer, is the narrator as "Steamboat Bill." Designed primarily to interest the children before they leave for school, the program offers five prizes of whistles and model steamboats daily. Replies average 3,000 monthly. Malt-O-Meal, breakfast cereal, is the product advertised. Rogers and Smith, Chicago, handles the account.

RAJPUT, a high caste Hindu with an Oxford diploma and more than eight years of service in the British Secret Service in India, is enthralling midwestern listeners five evenings a week with a series on his adventures in this service in his native land over WBBM, at Chicago. The program is sponsored by Dr. Strasska's toothpaste, Chicago, and with a neat mail tie-up is turning into one of the best letter-pullers on the station. At the conclusion of each broadcast Rajput tells his listeners that if they will tear the flap from a Dr. Strasska toothpaste carton, write their name and address on it, and send it in to WBBM, he will send the writer a good-luck ivory elephant.

WOL, Washington, has inaugurated two new electrical transcription accounts, both for clothing stores. On Nov. 20 it broadcast an inaugural program for Bond & Sons, Inc., in connection with the opening of its Washington store, the contract to run indefinitely. A second transcription account is for Schainuck Clothing, local, which has begun a 13-week contract for a 15-minute recording.

KJBS, San Francisco, is carrying some morning broadcasts for independent groups of grocery and drug stores.

KGNF, North Platte, Neb., is offering for commercial sponsorship its "Prairie Corners Literary Society," burlesque rehearsals of old-time stock plays for literary society meetings with rube characterizations.

WDGY, Minneapolis, is broadcasting a program for the Co-Ed Company, Chicago. The contest announcements asking for a girl's name to be used on a new cosmetic line are reported as pulling an average of 200 fan letters on each broadcast.

KVI, Tacoma, Wash., is grouping its "bargains of the day" in a 15-minute period each noonday.

KTRH, Houston, Tex., has just inaugurated a series of programs known as "The Traffic Tower," under sponsorship of a local auto-body firm. The broadcast includes a review of traffic accidents during the previous 24 hours and includes human interest notes gleaned from the traffic tower. The program, of course, warns against traffic accidents, but it admits that sometimes they are unavoidable. Whenever the participants can prove that an accident was unavoidable, the radio sponsor will repair the damage free of charge, according to J. B. Belcher, commercial manager of KTRH.

CHAPMAN'S, Los Angeles manufacturer of quality ice cream, is using KMTR, Los Angeles, for a program in a campaign directed by National Sales Alliance. Chief theme is to combat competition from low-priced ice cream.

CHANDU, daily mystery serial for KHJ, Los Angeles, and created by Earnshaw-Young, Inc., local agency, goes from the Los Angeles station to KGB, San Diego, via land wires, while KFOX, Long Beach, rebroadcasts from KHJ. Transcriptions of the entire series are to be spotted with KWK, St. Louis; KGU, Honolulu; KFRC, San Francisco; KFXM, San Bernardino, and others, according to the sponsors, the Los Angeles Soap Co.

THE LOMPOC, Cal., Chamber of Commerce has signed up with KTM, Los Angeles, for a series of Monday afternoon programs to advertise "The Valley Beautiful." Judge Charles L. Poulsen, blind Lompoc jurist, gives the entire program with piano, organ, voice and verse. He will be a 1932 candidate for the state senate from Santa Barbara county.

HOLLYWOOD, Cal., Cemetery Association has sponsored three programs weekly over KTM, Los Angeles, using as talent Sylvia, sightless radio character, and her gang. Sundays the program is carried via remote control from the Masonic temple lodge room on the cemetery grounds.

EMBLEM Petroleum Corporation, Los Angeles, late in November started to use KHJ, Los Angeles, for 39 half hour programs with Harold Roberts and his brass band. The program consists of four broadcasts a week, and calls attention to the new Liberty brand of gasoline.

OPTOMETRISTS of Salt Lake City are using local broadcast stations for a series of 26 educational lectures to combat alleged unfair competition.

NEW BUSINESS of the month at KWG, Stockton, Cal.: Holly Sugar Corp.; Mrs. Senf's bakery; John Breuner Co., radio retailers; Pacific Gas and Electric Co., appliances; all of which are local accounts. Others include CBS coast programs and several transcriptions. The recorded programs include Chevrolet Chronicles, Campbell Ewald agency; Philco quarter hour, James Houlihan, Inc.; Dr. Ross' clinic of the air, Roy Alden and associates; Walker's chili program, Crook Advertising agency; the East Washer musicale, Wilson-Schultz and Co., local; and the Majestic Minstrel Man, Mallet Music Co., local.

NEW BUSINESS at KTM, Los Angeles: Hal Smith Furniture Co., transcription series of Light and Cook; Hair-X-Salon Laboratories, daily record program; Pernetti tablets, Sunday concert; Hill Street Furniture Co., daily 15 minutes; Dr. Kirby's turtle oil cream, using "Aunt Kate's" daily program, 15 minutes.

KYA, San Francisco, is carrying a daily "crazy water crystals" program for W. R. Sullivan, 865 Mission Street, in the same city, with a series of transcribed music and announcements. The crystals are evaporated water from Mineral Wells, Tex.

RADIO'S force as an agency for charity appeals was amply demonstrated last month by Hahn & Co., Washington and Baltimore shoe dealers, which presents the Hahn Dynamic Hour over WRC, Washington. An appeal for old shoes was made one evening, the company agreeing to repair the shoes and distribute them to the local needy. The single call brought in 2,000 pairs.

CURRENT transcriptions over KOL, Seattle, include a thrice weekly program for the Hancock Oil Co., Brisacher agency; Valvoline, National Radio Advertising, Inc., once weekly to April; Capudine, Scott Howe Bowen, Inc., once weekly ending late this month; Skinners' Silks, a Rhodes Department store, Seattle, release for a special campaign only.

THE KANSAS Power and Light Company has taken on sponsorship for the CBS Roxy theatre program on Sundays, so far as its release through WIBW, Topeka, is concerned.

CHALLENGE Creamery, Los Angeles, has taken on sponsorship for "Louie's Hungry Five," transcription of old-time German street corner band. It is given daily, except Sundays, from KNX, Hollywood.

THE NEW England Furniture Co., Long Beach, Cal., has been holding auditions in its store for likely radio talent. The promising ones are afterward given a second try-out over KFOX, in the same city, with the broadcast sponsored by Philco.

JOHN BREUNER and Sons, Oakland's largest furniture store, recently established in a new structure, has signed up with KTAB, Oakland, for 52 weeks with "Breuner's Reporter of the Air" as a daily 15-minute feature in the form of interesting items gleaned from the day's news.

A series of Sunday feature skits, popular appeal, are heard over WMCA, New York, every Sunday at 1 p.m. Characters are "Mr. Goldstein" and "Mr. Bernstein," the story being woven around the experiences of two pushcart peddlers who ply their trade on the stock exchange of the East Side. The program is sponsored and presented by Breakstone Brothers, makers of cream cheese.

NETWORK ACCOUNTS

LAMBERT PHARMACAL Co., St. Louis (Listerine), has signed a new 52-week contract with NBC for 156 performances by Russ Colombo and his own orchestra, appearing six nights weekly. Beginning Dec. 7, Colombo will be heard on a 15-minute period on Mondays, Thursdays and Fridays at 5:45 p.m., EST, over an NBC-WEAF network and for 15 minutes on Tuesdays, Wednesdays and Saturdays at 10 p.m., EST, over an NBC-WJZ hookup. Colombo has also signed an exclusive long-term contract with NBC.

VACUUM Oil Co., New York, will inaugurate its first coast-to-coast Mobiloil Concert series over an NBC-WEAF network Dec. 16 at 9:30 p.m., EST., with Nathaniel Shilkret directing the orchestra; Douglas Stanbury, baritone, as master of ceremonies and Gladys Rice, soprano soloist. John Holbrook, recent diction award winner, will announce. The final Mobiloil broadcast on the present schedule, at 8:30 p.m., EST., will be heard Dec. 9. The Mobiloil concerts have been a regular NBC feature since Feb. 6, 1929.

HUCHMEISTER-LIND Co., Pittsburgh (auto lights), begins an 8-week half-hour dramatic program "The Shadow" over 29 stations of CBS on Jan. 5. The feature will be heard on Tuesday nights from 10 to 10:30 o'clock. The agency is Ruthrauff & Ryan, Inc., Chicago.

F. W. FITCH Co., Des Moines (Fitch shampoo), begins an 18-week account over 29 CBS stations on Jan. 8. The "Fitch Professor and Musical Trio" will be heard Friday mornings from 11 to 11:15 o'clock. The agency is Battenfield & Ball, Des Moines.

CARLETON McVARISH, sales promotion manager of the Yankee Network, reports the following new accounts: W. H. Graham Co., Boston; Carleton & Hovey Co., Lowell, makers of Father John's medicine; Gold Seal Associates, placed through the Hanff-Metzger agency; Berry Brothers, placed through National Radio Advertising, Inc., Gotham Gold Stripe Hosiery, placed by Boston dealer; Pheasant Brand Florida Oranges and Certified Cleaners.

CARNATION Co., Milwaukee (evaporated milk) has signed with NBC for 13 Monday broadcasts from 8 to 8:30 p.m., starting Jan. 4, with Morgan Eastman and a 30-piece orchestra; the Fireside Singers, a quartet; Gene Arnold, special Carnation representative, and Jean Paul King, announcer. Erwin, Wasey and Company handle the account.

CONTINENTAL Oil Co., Ponca City, Okla., will sponsor 13 Sunday travel talks from 11 to 11:30 a.m. by Carveth Wells, beginning Dec. 6, over the western end of NBC-WEAF network and the Southwest supplementary network.

DETROIT White Lead Works, Chicago, opened 13 Monday 11:30 to 11:45 a.m. broadcasts Nov. 23 on the NBC-WJZ network with an instrumental trio in a campaign to promote Rogers brushing lacquer.

WYETH CHEMICAL Co., New York (Jad Salts) began Nov. 24 to sponsor a 13-week series known as Aunt Jemima Songs over a network of 18 CBS stations, Tuesdays, Wednesdays and Thursdays from 2 to 2:15, EST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

CORN PRODUCTS Refining Co., New York (Linit) will renew its contract with CBS for 52 weeks, beginning Jan. 4, for a daily feature except Saturday and Sunday from 8 to 8:15 p.m., EST. E. W. Hellwig Co., New York, handles the account.

WESSON Oil-Snodrift Sales Co. started sponsorship of an NBC Pacific Coast program Nov. 25. The program caption is "Team Mates," and includes orchestra, soprano, tenor and harmony duo, plus "Uncle Rome," played by Sam Moore and "Little Mary," depicted by Ned, of the John and Ned harmony duo. Wednesdays at 8:30 p.m. PST., is the time.

FIVE petroleum accounts are now carried by the NBC Pacific Coast network. Shell Oil Co. sponsors Dobbsie's Shell happytime each week-end morning; Standard Oil Co. lends its sponsorship to the weekly school broadcast, a period on the woman's magazine of the air and the weekly symphony program which alternates between the San Francisco Symphony and the Los Angeles Philharmonic. Richfield Oil Co. presents news flashes nightly and automobile races on Sundays. Associated Oil Co. offers the spotlight revue on Saturday nights, and the Gilmore Oil Company a circus program the same evening.

J. WARDE HUTTON'S concert ensemble, heard from the Hotel del Corodano in San Diego, is now being serviced three times a week via KBG, San Diego, and northward to the Canadian border over the Don Lee network on the Pacific Coast.

PROSPECTS

RADIO will be used together with newspapers and periodicals to announce the new Rockne Six which the Studebaker Co., South Bend, Ind., will manufacture in Detroit. A campaign "forceful as Rockne himself was forceful, practical as he was practical, stirring as his influence was stirring" will dramatically present the new automobile to the public in a broadside Dec. 1, according to the office of Robert M. Graham, sponsor of the Rockne. All advertising is being placed through Graham's office, Book Bldg., Detroit.

QUALITY BAKERS, New York, has placed a transcription series featuring Chester Gaylord, chief announcer of WTAG, Worcester, and orchestra, with 18 stations, and by Dec. 15 will have it on 70 stations. Later plans are to place it with a total of 108 stations in cities where the corporation has units, which sponsor them locally. The recordings were prepared by Radio Broadcasters of America and placed by the Henry M. Frost agency, Boston. They are 15 minutes in length and are chiefly spotted twice weekly on 13-week contracts.

KEELER & STITES Co., Cincinnati agency, has been appointed advertising counsel for Valvoline Oil Co., Cincinnati, and through National Radio Advertising, Inc., New York, has placed a 15-mniute recording of Vincent Lopez and his Valvoliners on 12 stations for 26 weeks, beginning Nov. 1. Contracts are also to be placed with 75 other stations on the company's fifty-fifty dealer cooperative basis. The initial stations getting the account are: WBZ-WBZA, Boston-Springfield; WOR, Newark; WJR, Detroit; WLW, Cincinnati; WADC, Akron; KYW, Chicago; WSB, Atlanta; KOL, Seattle; KEX, Portland, Ore.; KFRC, San Francisco; KNX, Hollywood.

THE NURITO Co., Chicago (Nurito), makes up its lists in December, using radio along with other media. The total annual appropriation is $150,000 and the advertising is placed by Faxon, Inc., 540 No. Michigan Ave., Chicago.

PARKER Rust Proof Co., Detroit (rust preventing processes), will make up its lists during December, using radio along with other media. The annual appropriation is $60,000, and the advertising is placed by Pratt-Moore Advertising Co., 1926 Ford Bldg., Detroit.

COLLEGE INN Food Products Co., Chicago (Tomato Juice Cocktail and Chicken a la King), makes up its lists during December, using radio and other media. The account is placed through Williams & Cunningham, Inc., 6 No. Michigan Ave., Chicago.

UTAH OIL Refining Co., Salt Lake City, has started its new campaign for winter gasoline and Vico winter motor oil. Radio stations will be used, according to the L. S. Gillham Co., Salt Lake agency.

CLOSSET & DEVERS, Portland, Ore. (Golden West coffee and tea), will make up its lists in December, using radio along with other media. The annual appropriation is $75,000. Mac Wilkins is the advertising manager, and the advertising is placed through MacWilkins & Cole, Inc., 19th and Raleigh St., Portland.

AGENCIES AND REPRESENTATIVES

MANNING WAKEFIELD, former assistant to the publisher, Scripps-Howard newspapers, and more recently connected with Charles C. Green, Inc., New York City, has joined the staff of Scott Howe Howen, Inc., as general contact man.

AIRWAY Sales Engineers, Merchandise Mart, Chicago, have been appointed to handle radio advertising for Fitzpatrick Bros., Inc., Chicago (Kitchen Klenzer and Automatic Soap Flakes). The account is now being carried on WLS and WBBM, Chicago; WJR, Detroit; WKBN, Youngstown; WMBD, Peoria, and WBEN, Buffalo.

NED SMEATON has been appointed executive director of the Manhattan Broadcasting System, Inc., radio station representatives.

WELLER Radio Publicity Service, Seattle, announces the appointment to its staff of Mrs. Boyd McCloud, formerly with the Arthur E. House agency, Seattle.

L. H. HARTMAN Co., New York, on Feb. 27 next, will begin to handle the account of the Consolidated Cigar Co., New York.

LON RICHARDSON, who has been on the staffs of Salt Lake City radio stations in various capacities, has joined the force of L. S. Gillham Co., Inc., Salt Lake agency.

TRANSCRIPTIONS

THE SPANISH-CALIFORNIA Broadcasting Programs Co., Hollywood, of which John Perez is manager, is producing a series of electrical transcriptions in Spanish for Sperry Flour Co., San Francisco. Actual production will be at the Hollywood Film Enterprises, Inc., Hollywood.

THE MARSH Laboratories, Inc., 306 South Wabash Ave., Chicago, is confining its transcription activity to work with sponsors and agencies. It does not produce recordings as sustaining programs to be distributed direct with stations. The recording is done in its own studios, with the plating and pressing done elsewhere.

JACK Northeimer, widely experienced in radio advertising, has joined the Continental Broadcasting Corporation. He has been assigned by Continental's Washington office to represent them in the field.

UNIVERSAL Recording Laboratories, Chicago, specializing in recordings direct from radio, has transcribed the entire broadcast of the Southern California-Notre Dame game, which runs more than two and one-hour hours.

EQUIPMENT

GENERAL RADIO CO., Cambridge, Mass., has completed development on a new stable frequency monitor for use as an auxiliary frequency check required of all broadcasting stations by General Order 116 of the Federal Radio Commission. According to John D. Crawford, engineer of the company, the essential features of this monitor are a temperature controlled piezo-electric oscillator capable of maintaining a constant frequency to within five cycles, plus or minus, in a million, and a visual indicator which, when installed in the operating room, enables the operator to tell both the magnitude and direction of a drift in the transmitter frequency from its assigned value.

UNITED STATES Gypsum Co., Chicago, is now rebuilding the studios of WCLO, Panesville, Wis., recently gutted by fire, using Acoustone and Sabinite fireproof plaster. The contract for reconstruction was signed immediately after a complete design was furnished the day after the fire.

WESTERN Electric Co., New York, has issued three new bulletins covering its No. 10-A Radio Receiver, A.C. Operated Audio-Amplifiers and 9-A Speech Input Equipment.

INTERNATIONAL Resistance Co., Philadelphia, announces the election of Ernest Searing, formerly vice president, as president, succeeding Francis R. Ehle, recently killed in an airplane crash. William G. Porter, formerly manager of record sales of the RCA Victor Co., has been elected vice president and director, and Miss Ruth N. Shires, formerly secretary, has been named secretary and treasurer.

HOUSING CO., Boston, Acoustex Division, has just completed the installation of new two-color sound absorbing tiles in the studios of WOR, Newark. Previous jobs included similar installations in the NBC and CBS New York studios and in the studios of WNAC, Boston; WBBR, Brooklyn; WQAM, Miami; WAAF, Chicago, and CNRH, Halifax, N. S.

GRAYBAR Electric Co., New York, has signed a contract with WGBS, New York, recently purchased by William Randolph Hearst, for the installation of a new type all a.c. 1 kw. Western Electric transmitter and speech input equipment, the installation to be completed by Dec. 30. A similar contract has also been signed with KMTR, Los Angeles.

ELECTRICAL Research Products, Inc., New York, reports that 161 broadcasting stations are now equipped with Western Electric equipment for reproducing electrically recorded radio programs. Of these stations, 107 have also installed Western Electric equipment for reproducing from the new noiseless type disc. Within the last month, 15 stations have been equipped with reproducing systems. They are: KFI, Los Angeles; KOIN, Portland, Ore.; KTSM, El Paso, Tex.; WBAP, Fort Worth, Tex.; WBIG, Greensboro, N. C.; WCOA, Pensacola, Fla.; WCSC, Charleston, S. C.; WDSU, New Orleans; KOL, Seattle; WDRC, Hartford, Conn.; WJAS, Pittsburgh; WOBU, Charleston, W. Va.; WTFI, Athens, Ga.; WOL, Washington, and KOIL, Council Bluffs, Omaha.

STATION NOTES

WJR, Detroit, and WGAR, Cleveland, have issued profusely illustrated brochures in attractive suede bindings covering marketing data of their respective areas and setting forth the coverage and results attained by the stations.

A FOLDER of facts about WPTF, Raleigh, has been issued by that station for use of advertisers and agencies. It sets forth statistics about the WPTF trading area, showing retail and wholesale purchasing power as revealed by the U. S. census and giving other prominent facts about the station and the territory it covers.

OUT OF 293 aspirants for announcerial posts heard Nov. 14 at an audition at WNAC, Boston, 45 were selected for later eliminations at which one or two are to be chosen. WNAC follows this method regularly to fill vacancies.

"WMCA Monthly News" is the name of a new 8-page paper being published by WMCA, New York, to keep listeners posted about the station's activities. George H. Bricker is editor, Lee Mortimer is associate editor, and Muriel Allen and Norman Pearce are contributing editors.

WDAY, Fargo, N. D., reports a 22 per cent increase in business for October over the same period last year.

FIRE broke out in a large clothing store in Peoria, Ill., at 8 o'clock one night recently. At 9 o'clock WMBD had a microphone and announcer in front of the blaze describing the work of the firemen and picking up the sound of crackling wood and spouting hose.

AN EXCHANGE of Hawaiian music for a program by Rudy Vallee, Russ Columbo, and other radio stars marked the linking of KGU, Honolulu, with the NBC network Nov. 14. The Honolulu station, which operates full time on 940 kc. with 1,000 watts, now carries regular NBC programs which are relayed from San Francisco by short wave facilities of the RCA. KGU will be available to NBC advertisers at the rate of $250 per hour, $156.25 per half hour and $97.66 per quarter hour, the rate being for all periods and with no reduction for daytime periods.

WJR, Detroit, will have its new 10 kw. transmitter in operation by Christmas day, according to M. R. Mitchell, chief engineer. He estimated that the power increase from 5 to 10 kw., recently authorized by the Federal Radio Commission, will widen the station's range 40 per cent.

KOA, Denver, last month inaugurated another "radio university" through arrangement with the University of Denver extension division, of which E. G. Plowman is dean. Credits earned in this manner will be counted toward a university degree up to a certain extent, according to Freeman H. Talbot, KOA manager.

KFYR, Bismarck, N. D., is death on auto thieves. Sheriff W. M. Gilchrist, of Kadoka, S. D., wired to the station a description of a man wanted for car theft and jail breaking. Two and one-half hours later, he thanked KFYR and its listeners for their cooperation. Another example: Car reported stolen at Mott, N. D., and KFYR broadcast the announcement one evening. The next morning the sheriff called, stating the car had been recovered.

WGY, Schenectady, is conducting a campaign for the diffusion of information about its market, according to W. P. Leighton, commercial manager. The first purpose is to place definite material concerning its station in the hands of a selected prospect list, including 1,000 national advertisers, 500 advertising agencies and 300 local or regional advertisers. The second purpose is to build a classified prospect list which would be worked upon by individual followup material and personal contact. Traceable results so far have been "quite satisfactory."

KJR, Seattle, since its acquisition by NBC, has announced that it will take no more spot announcements and no local sponsors for NBC sustaining programs. Local advertisers must furnish entertainment and the shortest broadcast is 15 minutes.

WOW, Omaha, Neb., is aiding education with programs picked up from Omaha University conservatory of Music, University of Nebraska College of Medicine, Dana College, Midland College and Creighton University dramatic club.

KYW, Chicago, observed its tenth birthday on Armistice Day, Nov. 11. Owned by Westinghouse, it was the first station to go on the air west after KDKA, Pittsburgh, also owned by Westinghouse, and which began broadcasting on regular schedule on Nov. 2, 1921.

KJBS, San Francisco, began to use its new transmitter last month, with modulation reported as increased from 60 to 100 per cent.

WTIC, Hartford, appeals to advertisers in a new booklet which points out what 50 kw. will do in New England. Consistent coverage of the six New England states is claimed with almost no "dead spots."

WMT, Waterloo, Ia., has issued a standard market data form, containing the results of an actual field test survey made by Jansky & Bailey, Washington, engineering consultants, showing the station's coverage. Said to be the most complete station market survey yet made, it was prepared in conformity with recent recommendations of the NAB.

"TELL IT to the Yankees" is the title of a new brochure by WEEI, Boston. Claiming network results with single station costs, WEEI is called the modern Paul Revere, who will spread your message over a territory containing density of population and purchasing power second to none served by any single station."

PROGRAM NOTES

THE NINTH anniversary of the first theater broadcast, that from the Capitol Theater in New York City, was celebrated on Nov. 20 with three radio pioneers participating—George F. McClelland, vice president and general manager of NBC; S. L. (Roxy) Rothafel and Maj. Edward Bowes, of the Capitol Theater Family.

THE CBS Farm Community network has added four sustaining features. They are: "Down the Country Road," Monday and Wednesday, with Hugh Aspenwall and J. Wilson Doty, organist; "Parker Center Band Rehearsal," Wednesday, with Frank Westphal and his orchestra; "Surprise Package," Thursday, staged by Fred Ibbett, and "Dr. Rumford's Musical Miniatures," Friday, with Dr. Gustave Rumford. The programs originate at WBBM, Chicago.

MEMBERS of the staff of WCCO, Minneapolis, have formed The WCCO Players, a dramatic group which presents plays under the sponsorship of the American Legion or similar organizations.

A RADIO campaign to make the nation tax conscious will be started by the American Taxpayers League Dec. 7, over NBC-WJZ network. Leaders in public life, including journalists, congressmen, governors and industrialists, will discuss every phase of the tax problem in weekly talks. Ex-Senator Jabmes W. Wadsworth, Jr., of New York, chairman of the league's radio committee, will inaugurate the series. The schedule of speakers until January follows: Dec. 14, James M. Beck, Congressman from the first Pennsylvania district; Dec. 21, Theodore W. Noyes, editor of the Washington Star; Dec. 28, Will R. Wood, Congressman from Indiana, chairman of the House Appropriation Committee.

THE COLORADO Cowboys, of KOA, Denver, will resume their weekly broadcasts of prairie songs over an NBC-WJZ network Dec. 5 from 5 to 5:30 p.m., EST. They will broadcast from the KOA studios each succeeding Saturday at the same time.

THE COLORADO Voters' Forum, through the cooperation of KOA, Denver, and the Women Citizens League of Colorado, is giving a weekly program from the Denver station.

EMILY POST, national arbiter of polite social usage, opened a series of weekly talks on morals, ethics and good taste on Nov. 23 over the NBC-WJZ network. The talks are from 4 to 4:15 p.m. every Monday.

WITH THE Minneapolis Community Fund $200,000 short of the goal set for it and only 36 hours to go, WCCO, Minneapolis, called upon to give emergency assistance, issued a message to its listeners every half hour, citing the progress of the campaign and urging residents of Minneapolis to contribute. H. A. Bellows, president, made at least 20 personal pleas to the radio audience in the closing hours of the drive. When a final check was made, it was found that the Community Fund had not only reached its goal, but exceeded it by a little over $400.00.

ONE OF the two most unusual auctions of the year—that conducted biannually by the Dead Letter Office of the Post Office Department to dispose of the miscellaneous assortment of unclaimed and misaddressed articles collected by the departmental postal service morgue—was broadcast Nov. 19 by CBS.

FRANCES Lorene Bowden, 18 years old, "just closin' in on 19" to use her own phrase, and fresh from the Ozark, inaugurated a new series of programs over an NBC-WEAF network Nov. 23 at 5:15 p.m. to be heard daily except Sunday at that hour.

ROBERT STREET, graduate of the University of Pennsylvania and manager of WCAU, Philadelphia, is now working on a series of educational programs that includes all the leading colleges in and about Philadelphia.

TWELVE broadcasts dealing with the "Official System" of contract bridge are being put on the air by WOR, every Wednesday at 3:00 p.m., beginning Nov. 25. Mrs. Edith Taft Chubb, of South Orange, N. J., will be at the microphone in all of the talks. She is the only woman member of the Official Contract Bridge Committee from that state. Mrs. Chubb is also a member of the Women's Division of the Advisory Council of Bridge Headquarters, Inc., and has won many cups and other trophies in tournament play. She recently published a book on the subject.

"THE VOICE of Democracy," is a new program on KFVD, Culver City, Cal. It is a daily feature with a speech by some leading local Democrat on vital questions of the day.

KNX, Hollywood, for the second year is broadcasting the minimum temperature or frost reports at 8 o'clock nightly for the 17,000 citrus growers in Southern California. Floyd D. Young, government meteorologist in Pomona, collects the data.

KGDM, Stockton, Cal., is running a series of current events speeches by Dr. Tully Knowles, president of the College of the Pacific in the same city.

KFWI, San Francisco, is bulking its request numbers on the program which starts out every day at 12 o'clock midnight with records or studio talent. It is labeled "dedication hour."

BY WAY of an experiment, KNX, Hollywood, has handed over to three staff members a half hour program once a week to do with as they wish. Drury Lane, assistant program director and a tenor, will have one program; Stuart Buchanan, news reader and actor, another, while Michael Kelly, news reader and publicity, has the third. They are at liberty to stage each performance alone or they may call in studio talent to assist.

THE U. S. ARMY Band and the U. S. Marine Band are to be heard in a new winter series of broadcasts from Washington, which started Friday, Nov. 20, over NBC networks, when the Army musicians were heard at 2:00 p.m., EST. The schedule follows: NBC-WEAF, Army Band, Fridays from 2 to 2:30 p.m. EST; NBC-WJZ, Marine Band, Mondays from 3 to 4 p.m. EST; NBC-WJZ, Marine Band, Tuesdays from 10 to 10:30 a.m. EST; NBC-WJZ, Army Band, Tuesdays from 4 to 4:30 p.m. EST.

BATTLES of the bridge table will be aired in a new comedy and instruction series over an NBC-WEAF network that began Nov. 28, at 5:30 p.m. EST. The program is titled Contract Bridge. Ruth McCloy, a newcomer to radio, is author and director. While the series of weekly sketches is designed chiefly for entertainment, it will be helpful to players. F. Dudley Courtenay, a pioneer advocate of a single system of contract bidding, was guest expert on the initial program. Sidney S. Lenz, Milton C. Work, George Reith, Madeleine Kerwin, Captain Fred. G. French, Shepherd Barclay, and Commander Winfield Liggett, Jr., and others will appear on subsequent dates.

CONCLUDING the series of talks on "Satisfying Mrs. Shopper," the United States Chamber of Commerce presented Miss Mary Lewis, advertising expert and vice president of Best & Co., New York, Nov. 26. The purpose of the series was to acquaint American housewives with opportunities offered them by industries. The talks have been published and are available free of charge.

EASY ACES, popular bridge playing continuity on KMBC, Kansas City, is now being featured on WGN, Chicago. It is written and produced by Goodman and Jane Ace. Mr. Ace was a columnist for the Kansas City Journal Post.

A NEW series of Music Achievement Tests for 850,000 4-H Club members will be opened by the U. S. Marine Band with the National 4-H Club program of Dec. 5, carried over a coast to coast NBC network.

ON HIS WAY to Hawaii on a vacation, B. A. Rolfe, until recently director of the Lucky Strike dance orchestra, is preparing to broadcast a program of Hawaiian and popular American programs with an orchestra and mixed Hawaiian chorus, the program to be relayed to the NBC network via KGU, its recently added Honolulu member.

THE PAIR of Jacks, comedians formerly featured over WOAI, San Antonio, and KTAT, Fort Worth, were recently featured on the Circus of the Air staged over KELW, Burbank, Cal.

Programs to be Given Smaller N. Y. Stations

RADIO TIME Sales Corporation has been organized in New York under the direction of G. August Gerber to secure sponsors for programs of smaller stations in the metropolitan area. The Central Radiocasting Studios will supply the talent. Activities of the organization will be confined to a 100-mile radius around New York and transmitters of 1,000 watts or less.

"Our plan will offer a new lease on life to the small broadcaster without competing with the national networks," said Mr. Gerber. "We will furnish these stations with programs which would be far beyond their reach if the cost were borne individually. By sharing the expense for talent among several stations, the cost will be extremely moderate.

"If it is desired to reach Long Island, for example, we will have two or three stations there, and the same will be true of northern New Jersey. Should it be found desirable to cover the entire New York area, we will do so, not by having one powerful station at the focus of the imaginary circle, but by having a number of smaller transmitters around the rim. In this way we will eliminate 'dead spots' and the program will be heard on a number of waves, instead of only one. Therefore, it will have a better chance of being heard."

Studios, offices and recording equipment will be located in the Candler Building, 220 West Forty-second Street.

Station WMRJ, Jamaica, Long Island, is the first station to sign a contract with the corporation, according to Mr. Gerber.

NBC Fan Letters Total 45,000 on Record Day

NBC's DAILY mail reached a new high on Nov. 18 when more than 35,000 letters and telegrams from listeners were received at the New York headquarters. An additional 10,000 communications reached branch offices in Chicago and San Francisco. The grand total represented more pieces of mail than were received in a month by NBC when it was organized five years ago and more than half the number received during the entire year of 1923, the first year of network broadcasting through WEAF.

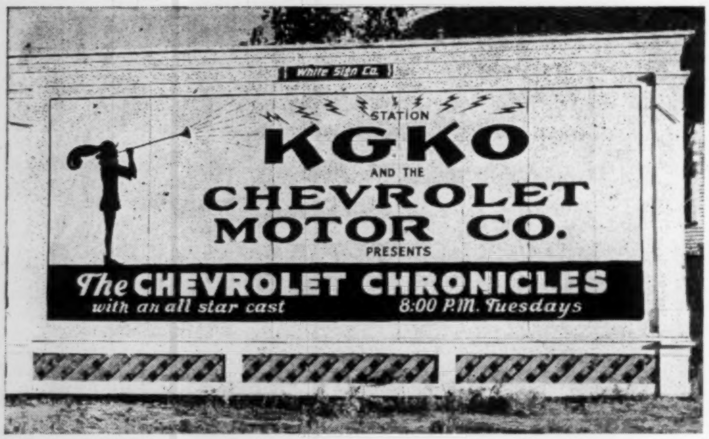
NBC Adds Three More

THREE more stations have been added to the NBC networks, bringing the total as of Dec. 1 to 88. Two Montana stations — KGIR, Butte, and KGHL, Billings,—were dedicated on Nov. 28, while KOIL, Council Bluffs-Omaha, joined on Dec. 1.

Edison Speech Sought

HUNDREDS of requests for copies of Thomas Alva Edison's last radio address were received by NBC following the memorial broadcast in which the speech was reread.

XUM



Billboard Tieup for Texas Station and its Sponsors

BILLBOARDS are being used by KGKO, Wichita Falls, Tex., to advertise outstanding programs, both sponsored and sustaining. According to D. A. Kahn, station director, each advertiser using a 30-minute night program or its equivalent gets the additional advertising afforded by billboards by arrangement with a local sign company. The signs are 25 feet in length and at night are illuminated. Mr. Kahn reports that this has been found a very effective way of increasing the audiences for particular features, besides being a valuable medium of institutional advertising for the station.

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136 Stations Make Cycle Honor Roll

Number Higher; Percentage Lower Than August Mark

MORE broadcasting stations made the 50-cycle honor roll during October than in any previous month, according to tabulations of the Radio Division, the Department of Commerce. However, in proportion to the number of stations measured for frequency deviation, the month's record fell below the high mark set in August.

More stations were checked by the monitoring stations than during any month prior to October. Frequencies of 381 were measured as compared to 328 in September and 367 last February. Those deviating less than 50 cycles numbered 136 or 35.7 per cent; 97 or 25.4 per cent deviated less than 100 cycles, 72 or 18.9 per cent less than 200 cycles, and the remaining 76 or 20 per cent more than 200 cycles.

Following are the stations listed in the first two groups:

LESS THAN 50 CYCLES

KELW, Burbank, Cal.; KFAC, Los Angeles; KFDM, Beaumont, Tex.; KFEQ, St. Joseph, Mo.; KFI, Los Angeles; KFJF, Oklahoma City; KYW, Chicago; KFLV, Rockford, Ill.; KFOR, Lincoln, Neb.; KFPY, Spokane, Wash.; KFSD, San Diego, Cal.; KFSG, Los Angeles; KFUO, Clayton, Mo.; KFVD, Culver City, Cal.; KFWB, Hollywood, Cal.; KFYR, Bismarck, N. D.; KGBX, St. Joseph, Mo.; KGBZ, York, Neb.; KGEF, Los Angeles; KGFJ, Los Angeles; KGRS, Amarillo, Tex.; KGW, Portland, Ore.; KHQ, Spokane; KJR, Seattle; KLX, Oakland, Cal.; KLZ, Denver, Col.; KMO, Tacoma, Wash.; KMOX, St. Louis; KMPC, Beverly Hills, Cal.; KMTR, Los Angeles; KNX, Hollywood, Cal.; KOA, Denver; KOAC, Corvallis, Ore.; KOH, Reno, Nev.; KOMO, Seattle; KOY, Phoenix, Ariz.; KPCB, Seattle; KPO, San Francisco; KPPC, Pasadena, Cal.; KRLD, Dallas, Tex.; KRSC, Seattle; KSAC, Manhattan, Kan.; KSD, St. Louis; WFI, Philadelphia; WFOX, Brooklyn; WGCM, Gulfport, Miss.; WGES, Chicago; WGR, Buffalo; WGY, Schenectady; KSL, Salt Lake City; KSOO, Sioux Falls, S. D.; KTAR, Phoenix, Ariz.; KTRH, Houston, Tex.; KTSM, El Paso, Tex.; KVOS, Bellingham, Wash.; KWCR, Cedar Rapids, Ia.; KXA, Seattle; KXO, El Centro, Cal.; WAAB, Lexington, Mass.; WAAF, Chicago; WAAM, Newark; WHEC-WABO, Rochester, N. Y.; WADC, Tallmadge, O.; WAPI, Birmingham; WASH, Grand Rapids, Mich.; WAWZ, Zarepath, N. J.; WBBM, Chicago; WBEN, Buffalo; WBSO, Needham, Mass.; WBT, Charlotte, N. C.; WBZ-WBZA, Boston; WCAH, Columbus, O.; WCAL, Northfield, Minn.; WCAM, Camden, N. J.; WCAP, Asbury Park, N. J.; WCBM, Baltimore; WCFL, Chicago; WCKY, Covington, Ky.; WCRW, Chicago; WCSH, Portland, Me.; WDBO, Orlando, Fla.; WDGY, Minneapolis, Minn.; WEAF, New York City; WEAN, Providence, R. I.; WEEI, Boston; WEVD, New York City; WFAA, Dallas; WFAM, South Bend. Ind.; WIP-WFAN, Philadelphia; WFBL, Syracuse; WLBF, Kansas City, Mo.; WLBZ, Bangor, Me.; WLOE, Boston; WLS, Chicago; WMBC, Detroit; WMSG, New York City; WNAX, Yankton, S. D.; WHAP, New York City; WHAS, Louisville; WHAZ, Troy, N. Y.; WHB, Kansas City, Mo.; WHBF, Rock Island, Ill.; WHN, New York City; WHO, Des Moines; WHP, Harrisburg, Pa.; WIBU, Poynette, Ia.; WIBW, Topeka, Kan.; WILM, Wilmington, Del.; WISN, Milwaukee, Wis.; WJAZ, Chicago; WJBC, La Salle, Ill.; WJR, Detroit; WJSV, Alexandria, Va.; WJZ, New York City; WKBH, La Crosse, Wis.; WKRC, Cincinnati; WNBH, New Bedford, Mass.; WOAI, San Antonio; WOC, Davenport, Ia.; WOW, Omaha, Neb.; WOWO, Fort Wayne, Ind.; WPCC, Chicago; WPOR-WTAR, Norfolk; WPTF, Raleigh, N. C.; WRAX, Philadelphia; WRC, Washington, D. C.; WREC, Memphis; WRHM, Minneapolis; WRJN, Racine, Wis.; WSB, Atlanta; WSBT, South Bend, Ind.; WSEN, Columbus; WSUI, Iowa City; WTAG, Worcester, Mass; WTAM, Cleveland; WTMJ, Milwaukee.

LESS THAN 100 CYCLES

KDKA, Pittsburgh; KDYL, Salt Lake City; KFAB, Lincoln, Neb.; KFBB, Great Falls, Mont.; KFEL, Denver, Col.; KFJI, Astoria, Ore.; KFNF, Shenandoah, Ia.; KFOX, Long Beach, Cal.; KFQU, Alma-Holy City, Cal.; KFRC, San Francisco; KFVS, Cape Girardeau, Mo.; KFWI, San Francisco; KFXF, Denver; KGA, Spokane; KGB, San Diego; KGER, Long Beach, Cal.; KGGF, Coffeyville, Okla.; KVOR, Colorado Springs, Col.; KWJJ, Portland, Ore.; KWKH, Shreveport; KYA, San Francisco; WBAL, Baltimore; WBAP, Fort Worth; WBBR, Brooklyn; WCAU, Philadelphia; WCAZ, Carthage, Ill.; WCBS, Springfield, Ill.; WCCO, Minneapolis; WCDA, New York City; KGIZ, Grant City, Mo.; KGO, San Francisco; KICK, Red Oak, Ia.; KMJ, Fresno, Cal.; KMLB, Monroe, La.; KMMJ, Clay Center, Neb.; KOIN, Portland, Ore.; KRGV, Harlingen, Tex.; KROW, Oakland, Cal.; KSO, Clarinda, Ia.; KTAT, Fort Worth; KTBR, Portland, Ore.; KTBS, Shreveport; KTHS, Hot Springs, Ark.; KTM, Los Angeles; KUJ, Walla Walla, Wash.; KVOO, Tulsa, Okla.; WJTL, Oglethorpe University, Ga.; WKBB, Joliet, Ill.; WKBI, Chicago; WKBN, Youngstown, O.; WKBV, Connersville, Ind.; WKBW, Buffalo; WKY, Oklahoma City; WLAC, Nashville, Tenn.; WLBC, Muncie, Ind.; WLEY, Lexington, Mass.; WLW, Cincinnati; WMAQ, Chicago WCHI, Chicago; WCLS, Joliet, Ill.; WDAE, Tampa, Fla.; WDAF, Kansas City, Mo.; WDAG, Amarillo, Tex.; WDAY, Fargo, N. D.; WDSU, New Orleans; WEBC, Superior, Wis.; WEDC, Chicago; WENR, Chicago; WFBR, Baltimore; WGN, Chicago; WHAM, Rochester, N. Y.; WHDH, Boston; WHK, Cleveland; WJAR, Providence, R. I.; WJAY, Cleveland; WJBO, New Orleans; WJBW, New Orleans; WJDX, Jackson, Miss.; WJJD, Mooseheart, Ill.; WJKS, Gary, Ind.; WMBI, Chicago; WMCA, New York City; WMT, Waterloo, Ia.; WNYC, New York City; WODA, Paterson, N. J.; WOI, Ames, Ia.; WPG, Atlantic City; WPRO, Providence, R. I.; WRNY, New York City; WRUF, Gainesville, Fla.; WSAR, Fall River, Mass.; WSM, Nashville, Tenn.; WSMB, New Orleans; WTAX, Springfield, Ill.; WTIC, Hartford, Conn.; WWVA, Wheeling, W. Va.; WXYZ, Detroit.

Battle Over KYW Channel Renewed

REOPENING of the inter-zone controversy involving the use of the 1020 kc. channel, now assigned to KYW, Chicago, is foreseen with the filing of an application by Kunsky-Trendle Broadcasting Corp., Detroit, for that frequency. The applicant contends it is one of the eight clear channels assigned in 1928 to the Second Radio Zone.

Use of the frequency with 10 kw.—the power assigned KYW operated by Westinghouse—would enable the station to cover effectively the whole state of Michigan, it contends. A more equitable distribution of broadcasting facilities should be made, it is held, since Illinois and the Fourth Zone are over-quota, while Michigan and the Second Zone are delinquent in facilities. The application follows closely the granting of an increase in power from 5 to 10 kw. to WJR, Detroit.

In the past about a half-dozen attempts have been made to wrest the 1020 kc. frequency from KYW on the same legal grounds, but all have been blocked. Kunsky-Trendle says it would spend $56,000 for a new Western Electric transmitter and that a Blaw-Knox vertical radiator would be used, if practical.

Radio Ad Award

"HANDLING Radio Advertising and Making It Pay" was the theme of the 1931 winner of the D. F. Keller prize award, given each year for the best contribution in the fields of advertising, marketing, and merchandising at Northwestern University. Leonard Reinsch, winner of the award, is now associated with Airway Sales Engineers, Merchandise Mart, Chicago. He was formerly with the commercial department of WLS, Chicago, and also commercial manager of WMBD, Peoria.

KARK New Call

EFFECTIVE immediately, KGKF, Little Rock, Ark., has been authorized by the Radio Division, Department of Commerce, to change its call letters to KARK.

Healthy Station

THE RADIO station at Battle Creek, Mich., noted as a health resort, has appropriate call letters. They are WELL.

K·M·B·C

"First—
*in the Heart
of America"*

Now
Becomes
a Key
Station
of the
Columbia
Network

Adding—
*Prestige
Listener
Interest
Value*

Midland
Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

SPENDING MONEY IN PHILADELPHIA

Buyers!

THOUSANDS and thousands of them doing their buying in Philadelphia's great shopping district.

The picture is a typical daily scene on the main shopping streets where the residents of communities within a radius of fifty miles buy.

Philadelphia is one of the greatest retail markets in the United States because, in its buying area, there are more than

642,149 DWELLINGS . . . *the majority owned by the occupants.*
1,152,292 . . . *male buyers, over 15 years.*
1,161,021 . . . *female buyers, over 15 years.*

Radio sets are in the majority of these homes. Recent surveys conducted by students of the Wharton School of the University of Pennsylvania, show that Station WCAU is by far the most popular local station.

It is economical to use Station WCAU to reach this vast army of potential buyers because it has the greatest circulation.

WCAU

PHILADELPHIA

is the only station in Eastern Pennsylvania operating on a nationally clear channel using 10,000 watts power, 10 times stronger than any other local station.*

**50,000 watts power has recently been granted by the Federal Radio Commission.*

NEWS NOTES

From Foreign Lands

SUPPLEMENTING recent announcements that both Australia and New Zealand intend to set up radio organizations patterned after the British Broadcasting Corporation, comes word that the Irish Free State may follow suit. This is occurring despite what is said from time to time in the Empire about the "bureaucratic methods" of the B.B.C.

ERECTION of a new 200 kw. "publicity broadcasting station" at Luxembourg has been undertaken by the Compagnie Francaise Radioelectrique, builders of the new Radio-Paris. Reports state that the station will use the 275 kc. channel but other European stations are expressing skepticism because of the congestion in the long waves.

TALKS on the attractions of the British Isles will be broadcast over 300 American and Canadian stations during the winter months to encourage tourists to visit the Isles, according to Wireless World of London. Arrangements have been made by the Travel Association of Great Britain and Ireland not only with the North American stations but with several European outlets.

A FRESH impetus in radio sales is expected to result from a recent Berlin radio exhibition, according to a report to the Department of Commerce, electrical equipment division, from S. Bermann of the American Commercial Attache's office, Berlin. Despite a decline in the standard of living, he said, sales of radio equipment have shown advances since 1930. The census of April, 1931, showed 3,700,000 receiving sets in use in Germany, the report stated, or sets in 24.3 per cent of all households, as compared with 21.1 per cent on the same day of the previous year. Sales of radio equipment during the first half of 1931 advanced approximately 30 per cent in volume and value, as compared with the same period of 1930, despite a curtailment of the German production volume.

HUNGARY has chosen her broadcast wave length with a fine regard for listeners with unselective receivers, the two official channels being 1,428 and 545 kilocycles, states Wireless World of London. Up to now only the latter wave length has been used. A 120 kw. transmitter to work on the shorter wave length, together with four low-powered relay stations, probably to be synchronized to the parent station, have been ordered.

ADVANCE figures of the number of radio set licenses taken out during October in London's metropolitan area alone show that some 250,000 new listeners have registered—a record for a single month. This jump is attributed chiefly to the activities of the Post Office detector van in discovering listeners who had been using sets without paying their share of the cost of providing programs.

THE "Gloomy Dean" Inge, of London's famed St. Paul's church, sees the day coming when the entire contents of a new book will be read over the radio.

Urges Program Features of Good But Paying Calibre

Difficult Job to Serve Public And Make Station Pay

SUSTAINING programs of unusual quality must be maintained by broadcasting stations if they are to hold their audiences and live up to the "public-servant concept," but broadcasters at the same time should keep in mind that they are serving best when their ledgers show black rather than red ink.

That is the sound advice imparted in a statement from WOR, Newark, anent the subject: "Radio as a Public Servant." Boiled down, the advice simply is that "servitude is well enough as long as it is not wholly gratitious."

A. A. Cormier, commercial manager of WOR, pointed out that radio occupies a unique position inasmuch as it is not only a medium of entertainment and advertising but also a disseminator of unusual news through the presentation of personalities who figure in current events.

"Because it depends upon the size and the good will of its audience for its existence, the radio station must endeavor to hold this audience through the building of sustaining programs of unusual quality," he declared. "The great symphonies of New York, Philadelphia and Boston, the individual artists of such calibre as Margaret Anglin, Mme. Melba, Toscha Seidel, Earnest Hutcheson, Eddy Brown, who have become sustaining features, serve to impress a stamp of individuality upon a station which otherwise might be lost in the morass of repitious commercially sponsored programs."

Much has been written on the subject of relations between the station and the public, the WOR statement asserts, but all the talk about the debt of radio to its public does not clarify the issue.

"The casual reader is inclined to suspect the the 'lady doth protest too much' and that there may be the proverbial blackamoor in the woodpile,' " the statement continues. "Identified as a 'public servant' by the Federal Radio Commission, the radio station has heroically attempted to live up to this classification while not being unmindful of the fact that it is highly desirable that the ledgers show black instead of red figures.

"The extent of the public service rendered by the radio station has never been so thoroughly demonstrated as during the present economic crisis. Broadcasters have literally thrown open their time to the various relief committees, state, national and civic. The two major networks are collaborating on a weekly coast to coast broadcast for the duration of an hour and fifteen minutes. Independent stations have allotted fifteen minute periods throughout the week for for the purpose of bringing the pleas to the public in their area.

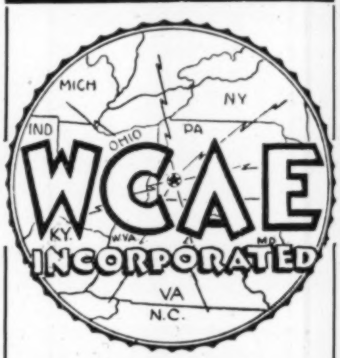
"Such international broadcasts as Mahatma Gandhi, H. G. Wells, George Bernard Shaw bring the actual voice and personality of these outstanding figures to an audience which heretofore has had to content itself with the printed message. The legal and political forum hours which are offered as weekly features also perform a public service.

"Broadcasting has opened up an entirely new vista in the field of politics. Any election, whether national or local, is extremely profitable even though it occasions a temporary embarrassment due to charges of partisanship. Unlike the newspapers, the radio station cannot afford to champion any political cause no matter how strongly the individual policies of the executives lean to one side or the other. Despite the fact that candidates purchase time on the air, practically any broadcast of a political nature brings an avalanche of letters and telephone calls protesting that the station is pro-Democratic or pro-Republican or pro this or that. During non-election years radio stations are apt to reflect a partisanship for the encumbents but this is only because they figure more prominently in the news of the day."

Listeners Club Gathers Data on Static Abroad

THE RADIO Listeners Club of Central England has undertaken the task of gathering data on static through a series of scattered observations over a period of several weeks. Fifty members, equipped with data sheets, will listen in at the same time from various sections of Worcester and Worcester county.

The club is the only one of its kind in New England. It supports a DX broadcast over WTAG, Worcester, every Sunday morning from 1 to 1:30 o'clock; and Gossip Corner, a feature of the Evening Gazette, is conducted regularly to exchange comments.



Pittsburgh, Pa.

NOW AVAILABLE

Complete Detailed Certified Facts

Regarding

The Iowa Market

and

The Ability of

WMT

To Cover That Market

For Detailed Information Write

The Waterloo Broadcasting Co.

WATERLOO, IOWA

KMOX

ST. LOUIS ●

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
NOVEMBER 14-28 INCLUSIVE

Applications . . .

NOVEMBER 14

WIBM, Jackson, Mich.—Modification of license to change power from 100 to 50 w.

WJBK, Detroit—Modification of license to change power from 50 to 100 w.

NEW, New Philadelphia, O.—Eastern Ohio Broadcasting Co. for CP on 850 kc., amended to request operation until sunset at New Orleans instead of Shreveport, La.

WAIU, Columbus, O.—CP to change equipment and increase power from 500 w. to 1 kw.

WLAP, Louisville—Request for extension of special authorization to operate on 1010 kc., 250 w., ¾ time.

NEW, Sturgis, S. D.—Black Hills Broadcasters for CP to use 1200 kc., 15 w., share with WCAT.

WLBC, Muncie, Ind.—Modification of license to change from sharing with WJAK to simultaneous D. operation with WJAK, share with WJAK at night.

WGN-WLIB, Chicago—License to cover CP granted 7-7-31 for auxiliary transmitter.

KFXD, Nampa, Idaho—License to cover CP granted 6-17-31 for change in equipment and increase power.

Applications returned: NEW, Youngwood, Pa.—Westmoreland Co. Radiophone Service for CP on 810 kc.; NEW, Paris, Ark.—Harry R. Fischer for CP for new station on 1500 kc.

NOVEMBER 17

WDEL, Wilmington, Del.—CP to move station locally.

WRDO, Augusta, Me.—Modification of CP to extend commencement and completion dates to 11-15-31 and 12-31-31 respectively.

WJMS, Ironwood, Mich.—License to cover CP granted 5-15-31 for new station.

KIT, Yakima, Wash.—Modification of CP granted 11-6-31, to omit change in transmitter and studio location which was granted.

Applications returned: WSMK, Dayton, O.—Voluntary assignment to WSMK, inc.; WCAJ, Lincoln, Neb.—Modification of license for 1 kw.; WJBC, LaSalle, Ill.—Modification of license for unlimited time.

NOVEMBER 18

WAWZ, Zarephath, N. J.—License to cover CP granted 7-31-31 for change in equipment.

WMSG, New York City—Modification of license to increase hours of operation (facilities of WCDA).

NEW, Cincinnati—Pillar of Fire for CP to use 1420 kc., 100 w., unlimited.

KLRA, Little Rock—License to cover CP granted 6-26-31 for local station move.

WTAR-WPOR, Norfolk—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. day. (Correction of 11-10-31 report).

W9XD, Milwaukee—Renewal of visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 500 w.; also CP for change in location of transmitter to 509 W. Wisconsin Avenue.

NOVEMBER 20

WEVD, New York City—CP to move transmitter from Forest Hills, N. Y., to Newton Creek, Brooklyn, and install new equipment.

NEW, Pontiac, Mich.—T. E. Zelma, E. L. Pelletier and H. T. Coughlan for CP to use 800 kc., 500 w., D.

WJTL, Oglethorpe University, Ga.—License to cover CP granted 9-4-31 to move transmitter to Atlanta.

KTHS, Hot Springs, Ark.—Special authority to operate on 970 kc. from 3 to 6.30 p. m. C.S.T., on Jan. 1, 1932, only.

NEW, Los Angeles—Ray-O-Vision Corporation of America for CP for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000 to 400000, 401000 kc., 75 w. Experimental service (television).

Applications returned: WROL, Knoxville—CP to move transmitter and increase day power.

NOVEMBER 21

WAGM, Presque Isle, Me.—Modification of CP granted 5-26-31 to change equipment and extend completion date.

WWVA, Wheeling, W. Va.—Move transmitter and studio locally and make changes in equipment.

WBTM, Danville, Va.—Voluntary assignment of license to Piedmont Broadcasting Corp.

WQBC, Vicksburg, Miss.—Modification of license amended to request change from 1360 kc. to 1430 kc. (facilities of WNBR-WGBC).

Application returned: WFEA, Manchester, N. H.—assignment of license to New Hampshire Broadcasting Co. (improperly executed).

NOVEMBER 22

W2XBB, New York City—Renewal of experimental license for 25700, 34600, 60000-400000, 401000 and above. 1 kw.

W3XAJ, Camden, N. J.—Renewal of experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 w.

W3XAI, Camden, N. J.—Renewal of experimental license for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 and above 401000 kc., 500 w.

Applications returned: Empire Broadcast Corporation of America, Falmouth, Va., four applications for special experimental service CP.

NOVEMBER 24

NEW, New York City—Knickerbocker Broadcasting, Inc., for CP with 46 megcycles, 500 w. Visual broadcasting.

NOVEMBER 25

WORC-WEPS, Worcester, Mass.—CP to change equipment and change from 1200 kc. to 100 w., unlimited time, to 1350 kc. 250 w., unlimited time (facilities of WAWZ, WMSG, WBNX and WCDA).

WBEO, Marquette, Mich.—Modification of license to change from unlimited hours to specified hours.

WJAY, Cleveland—Install automatic frequency control.

NEW, Detroit—Kunsky-Trendle Broadcasting Corp., for CP to use 1020 kc. 10 kw., unlimited (facilities of KYW-KFKX.)

NEW, Greenburg, Pa.—Westmoreland Co., Radiophone Service for CP to use 810 kc. 250 w., transmitter at Youngwood, Pa.

NEW, Texarkana, Ark.—J. E. Wharton & M. B. Wray, for CP to use 890 kc. 100 w., unlimited (facilities of KARK.)

NEW, Little Rock, Ark.—Edmond G. Hilger, for CP amended to request 250 w. instead of 500 w. on 890 kc. (facilities of KARK.)

WROL, Knoxville—CP amended to request change in frequency from 1310 kc. to 1250 kc. 250 w., unlimited hours (facilities of WSIX.)

WJAK, Elkhart, Ind.—License to cover CP granted 10-6-31 to move to Elkhart and change equipment.

KFAC, Los Angeles—Change hours of operation from sharing with KGEF to unlimited.

KGKX, Sandpoint, Idaho—Voluntary assignment of license to W. W. VonCannon trustee for Sandpoint Broadcasting Company.

KJBS, San Francisco—License to cover CP granting 6-17-31 for change equipment.

Application returned: NEW, Copper Cities Broadcasting Co., Inc., Globe, Ariz.—CP for new station on 1210 kc. (G.O. 102.)

NOVEMBER 28

WBZ, Boston, Mass.—Modification of CP granted 11-17-31 for transmitter of 50 kw. capacity, requesting approval of proposed equipment and proposed transmitter location at Millis Township, Mass.

WCAU, Philadelphia—Modification of CP granted 11-17-31 for 50 kw. Requests approval of transmitter location at Newton Square.

NEW, LaGrange Broadcasting Co., LaGrange, Pa.—CP to erect a new station to use 1120 kc., 100 w., unlimited.

NEW, Albert Rosenstein, Savannah, Ga.—CP to erect a new station to use 1400 kc., 7½ w. day, 20 w. night, 8 hours per day.

KGRS, Amarillo, Tex.—Modification of license requesting specified hours of operation.

WDAG, Amarillo, Tex.—Modification of license requesting specified hours of operation.

WOAI, San Antonio, Tex.—CP to erect an auxiliary transmitter in San Antonio to use 5 kw. for emergency purposes.

KWEA, Shreveport, La.—CP to make changes in equipment.

KGDM, Stockton, Cal.—Modification of license to change from daytime to limited time.

Decisions . . .

NOVEMBER 17

WAAT, Jersey City—Granted CP to install new equipment to conform to G.O.'s 111, 115 and 116.

KWCR, Cedar Rapids, Ia.—Granted CP to move transmitter and studio locally.

KGUR, Los Angeles—Granted modification of license to change frequencies.

KFSG, Los Angeles—Granted 15-day extension from Nov. 16, to conduct program test.

WLCI, Ithaca, N. Y.—Granted renewal of license 1210 kc., 50 w., to operate from 10.45 a. m. to 12.15 p. m. on Sundays only.

KMLB, Monroe, La.—Granted temporary license subject to decision as result of investigation concerning improper broadcasts.

Set for hearing: WJBC, LaSalle, Ill.—Renewal of license and requests CP to move transmitter and studio from LaSalle to Racine, Wis.; make changes in equipment; change frequency from 1200 to 1500 kc., and change hours of operation from sharing with WJBL to half time; WRJN, Racine, Wis.—Requests CP to install new equipment, increase day power to 250 w.; WOMT, Manitowoc, Wis.—Renewal of license, as station appears to be operating less than 12 hours daily; WRBL, Columbus, Ga.—Renewal of license in re violation by license of G.O.'s 111 and 115, also as to alleged improper broadcasts.

WJBK, Detroit—CP, 1370 kc., 100 w., share WIBM; dismissed at applicant's request.

NOVEMBER 20

KGEW, Ft. Morgan, Col.—Granted CP to make changes in equipment to conform to G.O.'s 111, 115 and 116 .

WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date to 1-27-32.

WGBS, New York City—Granted modification of CP to change studio location from Hotel Lincoln to Ritz Tower, change type of equipment and extend completion date to 1-15-32.

WBBC, Brooklyn—Granted license covering changes in equipment, 1400 kc., 500 w., shares with WLTH, WCGU and WFOX.

KGFF, Shawnee, Okla.—Granted license covering installation of new equipment, 1420 kc., 100 w., unlimited time.

KOIL, Council Bluffs, Ia.—Granted authority to determine licensed power by direct measurement of antenna input.

W9XD, Milwaukee, Wis.—Granted CP to change location of transmitter locally in Milwaukee.

Stations given temporary licenses and applications set for hearing: WCAX, Burlington, Vt.; WMBG, Richmond, Va.; WNBX, Springfield, Vt.; WSIX, Springfield, Tenn.; KFWF, St. Louis, and KGFW, Ravenna, Neb.

KFXJ, Grand Junction, Col.—Granted temporary license to Jan. 1, pending decision on hearing held.

WROL, Knoxville, Tenn.—Granted regular license and application removed from hearing docket.

Set for hearing: WMPC, Lapeer, Mich., and WOPI, Bristol, Tenn.—Because facilities have been applied for; NEW, Troy Broadcasting Co., Troy, Ala.—Requests CP for new station, 1500 kc., 50 w., D.; NEW, S. A. Lutgen, Wayne, Neb.—Requests CP, 1310 kc., 100 w., share with KGFW.

WCHI, Chicago—Denied renewal of license; consent to voluntary assignment of license to Midland Broadcasting Co., and modification of license to increase hours of operation.

NEW, A. B. Murray and T. P. Singletary, Baton Rouge, La. (Ex. Rep. 207)—Denied CP for new station, 1500 kc., 100 w., unlimited time, sustaining Examiner Hyde. (Commissioners Sykes and Lafount dissented).

WAAT, Jersey City (Ex. Rep. 253)—Denied modification of license to change frequency from 940 to 930 kc., power from 300 w. to 250 w., and D. operation to unlimited, sustaining Examiner Walker.

WCBM, Baltimore (Ex. Rep. 255)—Denied modification of license to change frequency from 1370 kc. to 1210 kc., sustaining Examiner Hyde.

WICC, Bridgeport, Conn. (Ex. Rep. 264)—Granted renewal of license, 600 kc., 250 w., 500 w., LS, shares with WCAC, sustaining Examiner Hyde.

WCAC, Storrs, Conn. (Ex. Rep. 264)—Granted renewal of license, 600 kc., 250 w., shares with WICC, sustaining Examiner Hyde.

NEW, Sherwood H. Patterson, Laramie, Wyo. (Ex. Rep. 265—Application for new station withdrawn without prejudice, sustaining recommendations of Examiner Yost.

WPCC, Chicago (Ex. Rep. 266)—Denied CP for increase in power to 1 kw., sustaining Examiner Yost.

WBSO, Needham, Mass.—Application for assignment of license, set for hearing on Sept. 10, reconsidered and granted.

WSAR, Fall River, Mass.—Granted regular renewal license and application removed from hearing docket.

WMRJ, Jamaica, N. Y.—Granted temporary license and application for renewal set for hearing, because of violations of various general orders.

WIBR, Steubenville, O.—Denied petition for rehearing in matter of renewal of license.

NOVEMBER 24

WBHS, Huntsville, Ala.—Granted modification of CP approving selected site for transmitter location.

WJBY, Gadsden, Ala.—Granted license covering installation of new equipment and increase in power to 100 w., 1210 kc., unlimited time.

WJAK, Elkhart, Ind.—Granted license covering installation of new equipment and removal of transmitter and studio, 1310 kc., 50 w., shares with WLBC.

WJBL, Decatur, Ill.—Granted authority to remain off the air for 14 days from Nov. 21 on account of partial destruction of transmitter by fire.

WAAT, Jersey City, N. J.—Granted authority to operate from 12 midnight Dec. 19 to 6 a. m. Dec. 20, in order to broadcast special benefit program.

Stations granted temporary licenses subject to action on licensees' pending applications for renewals: WABI, Bangor, Me.; WCAT, Rapid City, S. D.; WHBC, Canton, O.; WIL, St. Louis; WJBU, Lewisburg, Pa.; WKAV, Laconia, N. H.; WLBG, Petersburg, Va.; WNBO, Silver Haven, Pa.; WNBW, Carbondale, Pa.; WRAW, Reading, Pa.; WTSL, Laurel, Miss.; KFPM, Greenville, Tex.; KFXR, Oklahoma City, Okla.; KGDE, Fergus Falls, Minn.; KWEA, Shreveport, La.

KFUP, Denver, Colo.; KGMP, Elk City, Okla.; KMED, Medford, Ore.—Granted temporary extensions of licenses to January 1, 1932, 3 a. m., E.S.T., subject to termination at any time by the Commission as a result of decision on any pending proceedings affecting the stations.

KGBX, St. Joseph, Mo.—Granted temporary license subject to decision of the Commission as to interference which is now being investigated.

WHBU, Anderson, Ind.—Granted temporary license subject to result of an investigation to determine whether station is operating in all respects in accordance with G.O.s 105, 111 and 115.

Set for hearing: WCAX, Burlington, Vt.—Requests CP to install new 500 w. equipment; change frequency to 1340 kc. and increase power to 250 w. night and 500 w. LS, and change hours of operation from sharing with WNBX to unlimited; and WLAP, Louisville—Requests authority to extend special authorization, which expired Nov. 25, to operate experimentally on 1010 kc., 250 w., unlimited time, but with ¾ths time license. (Station will operate on 1200 kc., 100 w. night, 250 w. day, pending hearing).

Applications dismissed at applicants' request: WHOM, Jersey City—Modification of license, 1050 kc., 250 w., D., to sunset on Pacific coast; W9XD, Milwaukee—CP, 2850-2950 kc., 1 kw.; NEW, The Journal Co., Milwaukee—CP, 1550 kc., 250 w., unlimited; WJR, Pontiac, Mich.—CP, 750 kc., 50 kw.; NEW, The Tribune Co., Chicago, Ill.—CP, 2850-2950 kc., 750 w.

WSFA, Montgomery, Ala.—Granted permission to intervene in the application of O. H. Stephens for CP for 100 w. station, 1500 kc., to share with KGKB.

WPCC, Chicago—Denied informal request for permission to install a transmitter in same location from which station is now broadcasting under a stay order from Court of Appeals of the District of Columbia.

NOVEMBER 27

WPRO, Providence, R. I.—Granted license covering changes in equipment and move studio, 1210 kc., 100 w., shares with WPAW.

KLRA, Little Rock, Ark.—Granted license covering removal of transmitter and studio locally, 1390 kc., 1 kw., shares with KUOA.

WNBR-WGBC, Memphis, Tenn.—Granted license covering removal of transmitter locally, 1430 kc., 500 w., unlimited time.

KGBU, Ketchikan, Alaska—Granted license covering removal of transmitter locally and installation of new equipment, 900 kc., 250 w., unlimited time.

KSEI, Pocatello, Idaho—Granted license covering changes in equipment, 900 kc., 250 w., unlimited time.

KFDY, Brookings, S. Dak.—Granted authority to remain silent from Nov. 26th to date of filing application for license to operate with new equipment being installed—estimated date Dec. 19th.

KLRA, Little Rock, Ark.—Granted extension of program test for period of 15 days.

Renewal of Licenses:

WJAK, Elkhart, Ind.—Granted regular renewal; WROL, Knoxville, Tenn.—Granted regular renewal; WALR, Zanesville, O.—Granted temporary license because of case now under advisement; WJBY, Gadsden, Ala.—Granted temporary license because of case now under advisement; WFBC, Knoxville, Tenn.—Granted extension to January 1, 1932, pending action on application for renewal of license; WMBO, Auburn, N. Y.—Granted extension to Jan. 1, 1932, pending receipt and action on application for renewal; WFBG, Altoona, Pa., and WJAC, Johnstown, Pa.—Granted renewal of licenses for regular period. (Action of November 13th, granting in part and designating for hearing renewal application, reconsidered).

Set for Hearing:

NEW, Dr. F. P. Corniglia, Nr. Monroe, La.—Requests CP, 1420 kc., 100 w., share with WJBO.

WIBM, Jackson, Mich.—Requests modification of license to reduce power from 100 to 50 w.

WJBK, Detroit, Mich.—Requests modification of license to increase power from 50 to 100 w.

WPTF, Raleigh, N. C.—Denied modification of license to move transmitter to about 10 miles northwest of Raleigh, and increase power to 5 kw.

Applications Dismissed:

The following applications were dismissed at applicant's request:

NEW, Congress Square Hotel Co., Portland, Me.—CP 43 to 46 megacycles, 48.5 to 50.3 and 60 to 80 megacycles; ½ to 5 kw., 4 hrs. daily. Television.

Action on Examiners' Reports:

NEW, Lancaster Broadcasting Co., Lancaster, Pa. (Ex. Rep. 204)—Denied CP for new station on 1000 kc., 1 kw., D., sustaining Examiner Yost.

NEW, York Broadcasting Co., York, Pa. (Ex. Rep. 206—Granted CP for new station on 1000 kc., 1 kw., D., sustaining Examiner Yost.

NEW, John E. Hess, York, Pa. (Ex. Rep. 217)—Denied CP for new station on 1500 kc., 100 w., unlimited time, sustaining Examiner Walker.

NEW, Clarence M. Doyle, Philadelphia, Pa. (Ex. Rep. 270)—Dismissed as in default application for new station on 930 kc., 50 w., share with WIBG, sustaining examiner Yost.

NEW, Charles Smuck, Springfield, Mo. (Ex. Rep. 272)—Denied as in default CP for new station 1500 kc., 100 w., share with KGIZ, sustaining Examiner Pratt.

Examiner's Reports . . .

WLOE, Boston—In three separate reports (Nos. 280, 281, 282), Examiner Hyde recommended the denial of the following applications: (1) the Boston Broadcasting Co. for renewal of license; (2) William S. Pote, representing the New England Broadcasting Co., for involuntary assignment of license; and (3) Fred H. Goss for construction permit to use WLOE's frequency of 1500 kc. with 100 w. and 250 w. LS, unlimited time. The examiner concluded that the Boston Broadcasting Company's financial status is not reassuring and that the equipment of WLOE has not been kept in condition, that former management of WLOE by New England Broadcasting Co. proved unsuccessful, and that no substantial need was shown by Goss for the proposed new station as two stations already operate on the 1500 kc. channel.

WCAT, Rapid City, S. D.—Application for renewal of license on 1200 kc. with 100 w. and unlimited time recommended favorably by Chief Examiner Yost (Report 285; Docket 1237), on the ground that the station is equipped to comply with all regulations, that it desires to install new equipment, and that the area is entitled to the service.

NEW, Charles L. Fower, Macon, Mo.—Denial of application for CP to operate on 1210 kc. with 100 w. and unlimited time recommended by Examiner Pratt (Report 284; Docket 1361), on the ground that applicant failed to comply with G.O. 102 and 116 and that granting would increase facilities of a state and zone already over-quota.

WSVS, Buffalo, N. Y.—Application for renewal of license on 1370 kc. with 50 w. and unlimited time recommended favorably by Chief Examiner Yost (Report 283; Docket 1296 and 1372), while denial of the application of David Stein and Benjamin Perlstein, of Niagara Falls, N. Y., for CP to share WSVS channel with 50 w. was urged. Examiner held that the Seneca Vocation High School is performing an excellent service and that new applicants failed to show need for additional service at Niagara Falls.

WTAD, Quincy, Ill.—Denial of application for CP to move station from Quincy to East St. Louis, Ill., recommended by Chief Examiner Yost (Report 286; Docket 1367), on the ground that Quincy is dependent on WTAD, whereas East St. Louis is served by St. Louis, Mo., stations.

WLWL, New York, and WPG, Atlnatic City—Applications for renewal of licenses recommended favorably by Chief Examiner Yost (Report No. 288 and Dockets 1304 and 1268), but denial of WLWL's request for additional operating time urged. Hours of both stations to remain the same.

WBAX, Wilkes-Barre, Pa., and WJBU, Lewisburg, Po.—Denial of WBAX's application for increased time on 1210 kc. channel and renewal of WJBU's license recommended by Examiner Hyde.

NEW, Fresno Broadcasting Co., Fresno, Calif.—Applicant for CP on 1350 kc. with 500 w., unlimited time, failed to appear. Examiner Hyde recommended denial as in default.

KFUP, Denver—Examiner Walker (Report 292) recommended that the following applications be denied: (1) Fitzsimmons General Hospital, U. S. Army, for renewal of license, voluntary assignment of license, and modification of construction permit (Dockets 1330 and 1331); (2) Harry Byron Lee, Lamar, Col., for CP KFUP frequency of 1310 kc. (Docket 1146); and (3) KFJX, Grand Junction, Col., for full time on channel it shares with KFUP (Docket 1335).

KMED, Medford, Ore.—Examiner Hyde (Report 291) recommended that license of KMED be renewed (Docket 1404) and that application of Merle F. Jewell and Merinda C. Jewell, Hood River, Ore., for CP to share time with KMED be denied (Docket 1062).

The RADIO BOOKSHELF

(Continued from page 18)

est, and focusing that attention and interest upon an advertising message, it's about as useful a device as a steak knife at a vegetarian banquet."

Mr. Hasty emphasizes the need of showmanship and deplores the lack of it in many programs. To be effective a program must attract and hold a large and varied audience and appeal to a common emotion—sympathy or friendliness for a character, curiosity, suspense, or the emotions that produce laughter. This rather elemental principle of showmanship has yet to be learned by most builders—and sponsors—of radio programs, says Mr. Hasty. In a sense, he holds it is even more necessary a principle to radio than to the novel and the theater.

"Introduce into your program a special announcer, or master of ceremonies, who has the knack of projecting his personality over the air and making people like him, and I'll risk my reputation as a prophet that you'll have a greater number of people listening to what he says about your product—and, what's more, believing it."

Washington Visitors*

WASHINGTON VISITORS
Levering Tyson, New York City
Arthur Stringer, Chicago
W. Denny Shaler and John H. Buchheit, KQV, Pittsburgh
H. A. Hutchinson, KVOO, Tulsa, Okla.
Albert H. Stackpole, WHP, Philadelphia
Walter J. Damm, WTMJ, Milwaukee
Loyd A. Briggs and W. T. Wozencraft, RCA, New York
Burridge D. Butler and Glenn Snyder, WLS, Chicago
Elwin L. Peterson and Raymond Zeismer, Ray-O-Vision Corporation, Hollywood, Cal.
Kenneth A. Hathaway and Marcus Hinson, Chicago
William S. Hedges, WMAQ, Chicago
Henry A. Bellows, WCCO, Minneapolis
E. B. Gish, KGRS, Amarillo, Tex.
J. R. Goranflo, WNBF, Binghamton, N. Y.
George W. Trendle, WXYZ, Detroit
W. P. Williamson, WKBN, Youngstown, O.
Gene Huse, WJAG, Norfolk, Neb.
S. D. Gregory, Westinghouse, Pittsburgh
George F. Bissell and Frank W. Bruce, WHDL, Tupper Lake, N. Y.

* *A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *November 14-28.*

Censorship of Radio

TO GIVE a summary of an article which is itself a well reasoned and critical summary of a broad and complicated subject, is impossible. To register a judgment on the merits of the work as a whole in its particular interest for broadcasters, is more closely within a reviewer's province. With Caesarian decisiveness, Edward C. Caldwell, in his treatment of the subject "Censorship of Radio Programs" in the October Journal of Radio Law (Northwestern University Press), divides his material into three parts.

His first concern is the Historical Development of the Right of Free Speech and Press and its analogy to radio broadcasting. Then follows an exhaustive examination of the Modern Law of Freedom of Speech and Press, in which is pointed out the extent to which the Supreme Court has already gone in protecting these fundamental constitutional guaranties. Using the most recent decisions of the Court as stepping stones to his ultimate conclusion, the author carefully portrays the right as one of the most jealously guarded that the people possess and emphasizes "that it must be given the most liberal and comprehensive construction, and that the application of its principles and safeguards should be expanded, not contracted."

In part three, treading perhaps less cautiously, the law of free speech and press, as deduced from decided cases, is applied to radio broadcasting. Here the author queries the intention of Congress to give the Radio Commission an uncontrolled discretion in its supervision of program content. What are the limits within which that discretion is to be exercised and how may the apparent conflicts between Sec. 11 and 29 of the Radio Act be reconciled? Mr. Caldwell answers both questions with convincing lucidity and in each instance departs from established precedent as predetermined by the Commission in several of its recent actions. Vigorous criticism is leveled at the decision of the Court of Appeals in the *Brinkley* (*KFKB*) *case* and the decision of the Commission in the *Baker* (*KTNT*) *case.* To the author these represent an abuse of the Congressional prohibition of censorship in that they misconceive the practical effect of disapproving past programs which he conceives to be the very essence of censorship.

The author concludes that the licensing authority has broad discretion and may exercise its best judgment in considering the question of musical and entertainment programs but "when the programs consist of the utterance of serious opinions and sentiments, of propaganda bearing upon the social, political and economic life of the country or of the exposure of supposed wrongs suffered by individuals or communities," then the Commission has no power or discretion to act adversely on applications for renewal licenses merely because it does not approve of the subject matter broadcast. This would not preclude the Commission from examining matter broadcast solely for commercial advertising purposes, but even here the scrutiny would be confined to *direct* advertising; where the advertising is *indirect*, the guaranty of free speech should apply. To Mr. Caldwell this is "the only way that censorship of radio programs may be avoided and freedom of speech fully safeguarded."

Mr. Caldwell, an associate of the law firm of Kirtland, Fleming, Green and Martin, Chicago, is a brother of Louis G. Caldwell, Washington radio attorney. He was of counsel in the famous *Near* v. *Minnesota* free speech case in which the U. S. Supreme Court recently upheld the freedom of the press against legislation designed to permit courts to enjoin publication.

Shanghai Adopts U. S. Radio

American Manager, Visiting This Country, Says Talent for XCBL is Plentiful and Audience Large

SHANGHAI, international melting pot of the Far East, boasts a broadcasting station operated by an American along American lines which in four months has achieved a total of 56 sponsored programs.

The story of Station XCBL, Shanghai, owned by Millington, Ltd., British advertising firm, and operated under the corporate name of China Broadcast, Ltd., is told by F. A. Osius, manager of the station, now in the United States studying American broadcasting methods and arranging for business contacts. Mr. Osius, a native of Detroit, organized the station last summer for Millington. It is incorporated under the Chinese Company Law and operates on 1275 kc. with 2 kw.

"It is the only commercial station in the Orient," Mr. Osius declared. "Radio advertising has proved successful in China because the country is 80 per cent illiterate and because the people can understand what they hear though they cannot read. Announcements are made both in Chinese and English."

There are a minimum of commercial announcements over XCBL, Mr. Osius said. Time sells for $80 a month for one 15-minute period a week, the charge being in American gold dollars. Mr. Osius explained it is a profitable business even at these rates because excellent talent is available for a pittance.

"We have some of the best talent in the world at Shanghai," he asserted. "The premier soprano and one of the conductors of the former imperial opera at Moscow, are available for use. Topnotch performers are plentiful, and our orchestral talent, which we believe is equal to any other in the world, receives $150 a month. We get our music for a song, so to speak."

In Shanghai alone the broadcaster estimated a radio audience of between 140,000 and 175,000. "Within the service area of the station," he said, "there probably are about a half-million listeners. Unlike this country, one finds 60 or 70 Chinese huddled about a single receiving set, uttering not a word but listening intently to the music or words. Radio receivers are in great demand. Recently a consignment of 1,000 American sets, advertised by the importer over the station, was disposed of in three weeks. The last of the sets brought high prices."

The largest foreign industrial agencies are advertising over the station, according to its manager. Among these are Ferranti Radio, Italy-Great Britain; General Electric of China; British-American Tobacco Co.; French Radiola Sfer.; Telefunken Siemens Co., Germany; Phillips Radio Co., Holland; Marconi (China) Co.; Smith Premier Typewriter Co., U. S.; Brunswick, U. S.; Peach & Co., (furniture), of Shanghai; and Callender Cable Co., England.

"Electrical transcriptions also are being used," Mr. Osius said, "and stock quotations from New York and other continental European exchanges are broadcast at intervals. Such quotations have been broadcast four minutes after their appearance on the boards in New York."

Mr. Osius plans to remain in this country indefinitely and establish an office in New York City.

Advertising Supervised By Los Angeles Stations

FIVE Los Angeles broadcasting stations, calling themselves the ethical group, have adopted standard rates and supervise all advertising copy and material which go on the air. During October each of these stations was on the air approximately 496 hours.

KFI, 50,000-watt primary outlet for NBC, sold directly 25 hours, while the network used it 258 hours for sponsored and 213 hours for sustaining features. KNX, 5,000 watts, sold directly 277 hours, and had 219 hours of sustaining programs.

KECA, NBC secondary outlet with 1,000 watts, sold directly 32 hours, was used by NBC 57 hours for sponsors and had 497 sustaining hours. KHJ, Columbia outlet with 1,000 watts, sold 86 hours directly, had 100 network hours, and 310 hours of sustaining programs. KFWB, regional station with 1,000 watts, sold 216 hours and had 280 sustaining hours.

Youthful Announcer

BILLY PAGE GILMAN, juvenile star of the Memory Lane program on the NBC Pacific Coast network, announced the Lowell-Poly preparatory school football game at Kezar stadium, San Francisco, a few days ago over KYA. The 13-year-old "announcer" is the son of NBC's Pacific Coast vice-president and general manager.

Short Wave Case Hearing Proposed

LEGALITY of the contract recently entered into by RCA Communications, Inc., with Western Union for a domestic pick-up and delivery service is questioned by the Federal Radio Commission in a petition filed with the Court of Appeals of the District of Columbia Nov. 25 in the continental short wave point-to-point litigation. The Commission also questions the status of the Mackay Radio & Telegraph Co., in the same respect, because of its inter-corporate relations with the International Telephone and Telegraph Corp.

Sections 17 of the Radio Act, which prohibits the merging of wire and wireless interests engaged in external communication, but provides for competition, is the statute involved. The Commission asks the court to clarify or modify its mandate in the case, made last January, to permit the radio body to hold such hearings as it may consider necessary to develop the information.

Certain questions, both of law and fact, are presented with respect to the legality of the new Western Union-RCA contract, as well as that of the Mackay organization. Since both companies have made applications for certain of the continental frequencies for point-to-point service, the Commission states that the court should be aware of all these facts, which could be brought out at further hearings. The whole case grows out of the allocation in December, 1928, of 40 of the available continental waves to the now defunct Universal Wireless Communications Co.

Myrt and Marge Cast

MYRT AND MARGE, the new Wrigley CBS feature, which is competing with Amos 'n' Andy in the East, requires one of the largest casts in radio. Thirty actors and musicians take part in most of the presentations, and no member of the cast appears in a double role. The William J. Wrigley, Jr. Co., sponsor, is reported to be so pleased with the reception of the feature that it is planning to buck the noted black-face comedians in the West also.

ELECTRICAL TRANSCRIPTIONS
"If better transcriptions can be produced—the name on them will be"

Me.
N. H.
Vt.
Mass.
R. I.
Conn.
N. Y.

Continental Broadcasting Corporation
Hollywood

Pa.
N. J.
Del.
Md.
Va.
W. Va.
D. C.

EASTERN DISTRIBUTORS
Series for station sustaining features or commercial advertising.
33 1/3 r.p.m. Program list and prices on request.
Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

Needed---
Experienced
Radio Station
Men!

●

Commercial Managers
Salesmen
Promotion Men
Radio Engineers
Radio Operators

●

Men who fill these positions must be experienced and of proven ability.

If you are dissatisfied with your present connection or if you desire a promotion—the ideal opportunity is offered.

Write giving full particulars regarding your experience, references, salary or commission expected, etc.

We are not identified with any particular radio station.

All applications held strictly confidential.

●

George A. Mahone
Room 122
Willard Hotel
Washington, D. C.

XUM

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by _ _ _ _

WCSH

Portland,
Maine

Affiliated with the NBC
Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

RMA Fights False Television Reports

Many Radio Issues Discussed By Board in Cleveland

PROBLEMS of vital interest to the radio manufacturing industry, and bearing also on broadcasting, were discussed at a meeting of the board of directors of the Radio Manufacturers Association in Cleveland Nov. 19. Sales promotion plans, television, the patent question, the proposed sales tax on sets and other topics were discussed.

An educational campaign to check the flood of misinformation on television was planned by the RMA. Deploring many false reports about visual radio and "blue sky" stock promotion, the board took steps to advise the industry and the public regarding the true status of television. A statement will be prepared and issued by the association's engineering division of which Dr. C. E. Brigham, Newark, is the head.

Frank D. Scott, Washington legislative counsel of the association, told the board of the probability that the Treasury Department may recommend to Congress a sales tax on radio products. While action was deferred to await concrete developments, the board plans to take "any necessary and appropriate action," with due regard to the government's revenue needs and conditions in the radio industry, in cooperation with other radio organizations.

Preliminary plans for the eighth annual RMA convention and trade show in Chicago the week of next May 23. Sales promotion projects and improved radio merchandising practices were discussed at a conference of officers and directors of the National Federation of Radio Associations and the Radio Wholesalers Association with RMA board.

Closer cooperation on mutual problems has been effected between radio manufacturing and broadcasting interests through the RMA and the National Association of Broadcasters, the board agreed. Legislative advertising and other broadcasting problems are being studied by the RMA.

In recent months no important business failures among radio manufacturers have occurred, the RMA credit committee reported. Improvement of radio advertising practices and plans to effect economies in the advertising expenditures of manufacturers will be considered at a meeting soon of the RMA advertising committee.

Having a direct bearing on broadcast reception, the RMA is cooperating with several organizations to assist radio service men and to improve servicing of radio apparatus. This is in addition to the work on interference of the National Electrical Manufacturers Association and the National Electric Light Association.

Course In Radio

KANSAS State Agricultural College, Manhattan, Kan., is planning to institute a course in broadcasting technique. Public speaking as it pertains to radio will be featured.

Publishes Sales Talk

"FACTS and Fan-Fare" is the caption for an "NBC Dope Sheet," issued by Roy Frothingham, manager of the NBC sales promotion department at 11 Sutter Street, San Francisco. The bulletin contains commercial notes for sponsors and potential sponsors.

Evans the Initiator Of Remote Control

CREDIT for what is claimed to be the first remote control job belongs to Walter C. Evans, superintendent of broadcasting operations for Westinghouse, who linked KYW, Chicago, with the news room of the Chicago American for news flash broadcasts more than ten years ago. This is the story told by William J. Clark, radio editor of the American, in the Bill Schudt "Going to Press" feature over CBS on Nov. 18. Here's how it goes:

"The American inaugurated the first news bulletin service. News bulletins were put on a couple of times a day and once in the early evening. At first we sent them by messenger from the American to the radio studio where an engineer announced them. Then came a great idea to Walter C. Evans, the pioneer radio engineer, now one of the big shots in the industry.

"Mr. Evans devised a method of attaching the terminal of the telephone on my desk to the sending set on the roof of the Edison Building, and then came the 'day of days.' We broadcast news flashes directly from the newspaper office to the radio set by telephone. So far as I know it had never been done before and there was a great 'to-do' with flashlight pictures and everybody standing around wondering what it was all about. We didn't have a microphone in our office because there was only one microphone in Chicago, and that was in use at the Edison studio."

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station
Management Problems

Brevity Soul of Radio

(*Continued from page 9*)

when the listener was feeling a bit hungry.

Therefore, news items, say of the arrival of new head lettuce, the great orange crop or some other legitimate and interesting food detail—descriptions of savory dishes that fairly make your mouth water—word pictures of the results to be obtained from the use of this or that heater and sketches depicting some form of service would seem more beneficial to the sponsor than the sales talk filled with claims and generalities.

Ideal Program

IT ALL simmers down to the fact that the average person likes to be told a story, but has little desire to be "sold" something even if he is sitting in the safety of his home and is being paid for listening by a program of unusual entertainment.

It might be said then that the ideal program would be of some excellent entertainment reflecting the personality of the product to be sold and with a sales talk that is not too long to bore but interesting enough, because of its style, to hold the listener and create in his mind a desire for the article advertised.

Merely to list the good points of an automobile seems futile, but to tell what pleasure or safety or convenience those good points will give the user is something else again. Desire-creating sales talks should be pictures—word pictures—deftly handled by the announcer or narrator in a friendly yet dignified manner. When that is brought about, it is reasonable to believe that there will be fewer kicks about "too much advertising on the air."

When you write your next radio show, take a tip from Salome. Don't try to tell the listener about your product—make him see it. Make him understand how he will benefit by its use, and, above all, don't bore him with too much talk. It is not recorded that Salome said a word when she began her job of selling Herod.

Brevity was her motto and it got results. Perhaps it would do the same for you. What do you think?

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL

Washington, D. C.

500 Watts · 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

ASK THE ADVERTISER ON

WNAX

Yankton, South Dakota

We rest our case on the results obtained by past advertisers, and the results being obtained by present advertisers. The best recommendations we can offer are the figures showing the "Cost per Inquiry" by those who have used the facilities of our station.

Write for Facts and Figures

THE FRIENDLY AUDIENCE OF THE FRIENDLY STATION

WNAX
1000 Watts
526 Meters 570 Kilocycles
YANKTON, SOUTH DAKOTA

A Vicious Fight Against Broadcasting

(*Continued from page 10*)

intrusion of advertising which the ear can't ignore. Print this material in or alongside of your radio department—if you have one. Keep it up continuously. We will endeavor to supply a series of statements on this aspect of the problem by a number of nationally known men and women. Print these statements and reinforce them with the statements of local men and women.

"3. Hammer away at the character of most radio *advertising*. Ridicule the deep chest tones of conviction now fashionable among radio advertising announcers, poke fun at them until the listener becomes conscious of the ludicrous character of these tones and laughs or swears at them every time he hears them. Go after the radio fortune tellers, the radio pill dispensers and quack medicine men; expose the station selling insurance for companies not licensed in your state; fight the land frauds and stock promoters using the air. Have your radio-campaign man watch the broadcasts; he'll dig up material galore in addition to the material coming to you in the Ventura Free Press Bulletins.

"4. Dig into and publish the grievances of non-commercial broadcasting stations in your state. The educational stations are constantly under fire. Commercial advertising stations are continuously trying to grab their channels and drive them from the air. Most of the educational stations are licensed for day-time and low-power operation only. Their number has been practically cut in half during the last five years of commercialism rampant. Get in touch with them in your state. Support them. Point out the fact that under the present system there is not room on the air for education because all channels are occupied by claptrap programs and objectionable advertising.

Among Women's Clubs

"5. Get in touch with the forces opposed to the commercialization of the ether. The National Congress of Parents and Teachers, with a membership of 1,500,000, has demanded the removal of all advertising from the air and is now working on a plan for a national chain of non-commercial stations. See your local parent-teacher organizations, get them to adopt resolutions pledging their support to the program of the central body. Contact your women's clubs. We shall probably have some effective audible material for club work within a month or six weeks.

"6. Oppose the reception of all commercial 'sponsored' programs in the public schools as recommended by educational authorities. Let your readers know that Merlin H. Aylesworth, president of the National Broadcasting Co., is the same Aylesworth who, as chief press agent for the power companies, originated and engineered the campaign of putting utility propaganda into the mouths of college professors and other teachers in return for a retaining fee, who directed the secret drive to fill the text books of public schools with hidden power-company propaganda. The same man is now urging educators to use the facilities of the National Broadcasting Co. for educational broadcasts and is opposing the establishment of publicly owned educational broadcasting stations.

"7. Let your representatives in the House, in the Senate and in the state legislature know how you feel about radio. Don't do it once and quit. Repeat your message to them at every opportunity. As one publisher wrote us: 'They come and ask my support constantly. Now it's my turn. I'll keep after them until they do what I want done.' In one state two militant publishers gained the support of the entire Congressional delegation—with one exception—in two months this fall. You have a decided advantage because Congress sensed the danger of a radio monopoly even while the publishers were soundly asleep and attempted without newspaper support to safeguard the public's rights in the ether channels. Give the radio attitude of your Congressmen and Senators ample space. They'll appreciate it, and they'll need it because the RCA crowd is getting ready to fight for its life at the impending session of Congress.

"Agitate for Taxes"

"8. Agitate for a state and a federal tax of at least 10 per cent on the gross revenues of all commercial broadcasting stations. Demand the formation of a state radio commission to prevent radio frauds and prevent undue interference with reception. New Jersey already has such a commission.

"9. Suggest frequently that the state government and the public-school system need at least one state owned and operated broadcasting station with sufficient power to cover the entire state.

"10. Establish contact with your local amateur radio transmitting enthusiasts. Their very existence is threatened by commercial interests which desire to make use of the amateur short-wave band. They can and will assist in the campaign if you, cooperating with the U. S. Army and Navy which want to preserve the amateur bands in order to have a reservoir of trained personnel in time of trouble, will champion their cause. Material covering this phase of the campaign will be sent you shortly.

"11. Emphasize the danger of uncontrolled broadcasting for the spreading of insidious propaganda. Demand a law for the separation of paid advertising from entertainment, just as the newspapers are compelled to separate advertising from editorial material and designate advertising as such whenever in makeup it resembles editorial material. Ask that each station be compelled to devote certain hours entirely to advertising and other hours wholly to entertainment and information without any advertising. Demand that the ownership of all broadcasting stations be published in sworn statements as the newspapers have to do.

"12. The only factor which is putting up an organized, amply financed and hitherto effective fight for the perpetuation of the present system of broadcasting is the Radio Corporation of America and its affiliations. To bring about any improvement in conditions it is necessary first to defeat this concern. Fortunately RCA has proceeded with such arrogance, with such disregard of the anti-trust laws and of fundamental business ethics that it hasn't a friend in the world except those directly or indirectly on its pay roll. Every denunciation of RCA is a blow for the freedom of the air. Hit hard and often.

"13. Keep before your readers the fact that there are only 79 unshared channels available for stations in the United States, that RCA and Columbia through their chain service and their alliance with the American Telephone & Telegraph Co. dominate the bulk of the cleared channels and are reaching out for more.

"Congress Being Ignored"

"14. Show your readers that Congress has tried in every possible way to prevent a monopoly of the air channels, even to the extent of limiting all broadcasting licenses to the period of six months only and forcing all applicants to sign waivers expressly declaring that the applicant by the granting of a license acquires no right to the use of the channel beyond the period of the license. Nevertheless through the policy of the Federal Radio Commission the will of Congress is being ignored and vested rights are in process of formation, a situation that calls for immediate corrective legislation.

"15. Remember that the American Telephone & Telegraph Co. was the pioneer in soliciting radio advertising, that it originated chain broadcasting and is closely tied to the RCA group through contractual relations, agreements, division of the field and transmission service. For the latter service the telephone company, having a monopoly, has a revenue of over $5,000,000 annually. It renders a most excellent telephone and program-transmission service, but its rates, especially for program-transmission, are very high and apparently need adjustment in line with the present-day lower price level.

Would Ally Clergy

"16. Bring the evils of broadcasting supported entirely by advertising to the attention of local ministers. Tell them of the danger that uncontrolled commercoal television will bring movie sex smut and idealized gangsters right into the home. Enlighten them as to the danger of radio monopoly. Show them that radio mass communication now means mass contamination. They will give you support if you will give their sermons on the radio danger special publicity.

"If you have suggestions not covered in this memorandum, please write and outline them. We need your counsel and advice in this fight."

DON LEE, owner of KHJ, Los Angeles, recently installed a standard frequency station for the convenience of amateur radio operators. Its call letters are W6XK.

Football Broadcasts Add Color Through Parabola

COLORFUL sound details of the season's outstanding football games have been carried to listeners for the first time this year through a parabolic reflector microphone developed by NBC engineers. The device can be focused on any desired spot and can be tuned so low that its pickup of the cheers or band music will merely offer a background rather than interfere with the announcer's description of the game.

The parabola is usually placed in some commanding position, such as on the roof of the press box, and directed at the center of interest, whether it is one of the cheering sections, college bands marching on the field or the teams in scrimmage.

The new instrument consists of a regular microphone and a sound reflector which looks something like an old fashioned wooden chopping bowl. The microphone has its back to the noise source, so to speak, and faces the concave side of the reflector. The reflection principle is the same as in a searchlight, but the action is reversed.

NBC engineers worked for several years to perfect the device so that it would be flexible enough for practical use. The parabolic microphone probably will be employed by NBC shortly at all large spectacle broadcasts. It has already been used in the Times Square studio in such programs as the Damrosch Symphonic Hour.

Two Outlaw Operators

INDICTMENTS of two unlicensed broadcasters, whose locations and identities were traced by Department of Commerce radio inspectors, required the presence of Federal Radio Commission experts in Texas and Arkansas the week of Nov. 23. At Wichita Falls, Tex., Clive Lankford was convicted for operating an unlicensed station at Seymour, Tex., and at Jonesboro, Ark., Harold Boden, owner of an electric shop, was indicted for operating a station without an operator's license, no indictment being returned for operating an unlicensed station. The latter case was set for trial in December. Government officials who appeared as witnesses were Ben S. Fisher, assistant general counsel of the Radio Commission; George S. Smith, chief of the license division, and William E. Downey, assistant radio director, Departmnet of Commerce.

NBC Christmas Party

ALL THE world will participate in an international Yuletide program on Christmas Eve and Day when NBC and associated stations attempt rebroadcasts of music and greetings from cities scattered far and wide around the earth. Microphones will be on duty at festivals in Rome, Paris, London, Berlin, Honolulu, Tokyo, Manila and other cities so that American listeners can eavesdrop on how other nations celebrate Christmas. Likewise, special programs will be flashed across the seas to foreign lands so they may hear America.

The Other Fellow's Viewpoint...

Copyright Question

To the Editor of BROADCASTING:
In your editorial comments on "Copyrights" in the Nov. 15 issue of BROADCASTING, you make the statement that you are inclined to agree with the NAB Committee that Card Rates furnish the best yardstick for establishing copyright fees. May I take the liberty of disagreeing with that statement.

Such a yardstick would work a severe hardship on the smaller stations of the country. There is a certain minimum income without which no station can operate efficiently. In order to obtain that income in the case of the smaller stations in less populous centers, they must make their rates proportionally higher than the larger stations in cities where the potential number of advertisers is larger. On the basis you propose these stations are then taxed out of proportion to their income. As a matter of fact this is already the case with numerous local units that I could mention.

The copyright owners are apparently jealous of the seeming prosperity of the broadcasters. If the stations were each taxed a definite percentage of the business done then as the industry became more prosperous the copyright owners would share in that prosperity which I take it they would like to do. A percentage basis would provide an absolutely fair and equitable basis for fees as I see it. As a station's income fluctuated, its expense for license fees would fluctuate with it. The big station and the little are all on the same basis. The cost of license fees would then be a known, fixed percentage of the gross. And the station owner has the satisfaction of knowing that every other station owner is paying that same percentage.

Think it over.

A. S. CLARKE.
Director, WBTM,
Danville, Va., Nov. 17, 1931.

An Ultra-Modern Plant

(*Continued from page 12*)

of M. A. Howlett, president and general manager, Harry, commercial manager, and Eric, program and studio director. All three were born in England and reared there and in Canada. M. A. has had almost world-wide experience as lecturer, engineer, medical practitioner, publisher and business man. Harry worked many years as lecturer, engineer, salesman and announcer before coming to Cleveland. Eric is trained in theatrical and musical matters.

WHK's musical director is Louis Rich, native of Cleveland and widely known as violinist, director and composer. The vocal director is Griffith J. Jones, nationally known, especially among public schools. Public relations work is directed by Deane S. Kintner, who formerly was radio editor of the Cleveland Plain Dealer. An artists' bureau has just been formed, with Thomas Wade Lane, baritone, in charge.

Brinkley Reported Seeking Television

REPORTS are current that Dr. John R. Brinkley, former Kansas broadcaster, is considering the installation of television equipment to be operated in conjunction with his new 75 kw. broadcast station, XER, at Villa Acuna, Mexico, just across the border from Del Rio, Tex.

Brinkley, it is reported, has consulted several television transmitter manufacturers concerning apparatus. It is not definitely known whether he has completed negotiations and decided to install the station. In view of the recently expressed attitude of the Mexican authorities that Brinkley's operation of XER is not prejudicial to the United States, it is believed that they would not object to a visual adjunct.

Presumably, Brinkley would operate his television station in the continental short wave experimental television band of 2,200 to 2,300 kc. This channel band, under agreement with Canada, is shared with the United States, but the Federal Radio Commission has not assigned any American stations to it because of possible interference. The geographical separation between Canada and Mexico, however, might be sufficient to permit the simultaneous operation of visual stations without interference.

The United States is using four 100-kc. bands in the continental short wave spectrum for experimental television as well as three very wide bands in the ultra-high frequencies. Since it is evident that Brinkley desires to reach an American rather than a Mexican audience, it is concluded that he would select the lower frequencies with their greater coverage range rather than the ultra-highs, which seem to be restricted to "line of sight" transmission.

It is also reported that Mexican communications authorities are recalling a number of radio engineers who have been either studying or employed in the United States.

RMA Places Set Sales At 3,000,000 For Year

RADIO receiving set sales this year are estimated at 2,500,000 to 3,000,000 in a statement by the Radio Manufacturers Association. The usual fall production and sales increase is reported, according to RMA, and most radio factories are now in their busiest season.

Increased radio sales are expected by the association to result from the Federal Radio Commission's recent decision granting 50 kw. power to nine more stations and 25 kw. to six others. The seventh annual convention and trade show of the RMA, it was announced by B. G. Erskine, show committee chairman, will be held in the Stevens Hotel, Chicago, the week of May 23, 1932.

Commission Denies CBS Booster

(*Continued from page 6*)

quency. WOL contended that the District of Columbia quota should not be increased until its own request had been granted.

Some significance was attached to the fact that, immediately after the Commission's refusal to grant the booster proposal, CBS entered into an arrangement with WJSV, Alexandria, Va., just across the Potomac from Washington, whereby that station beginning Nov. 24 would carry "Kaltenborn Edits the News," which is sponsored by the S. W. Straus Co., New York. CBS has been unable to place this account in Washington due to conflict with local commercials on WMAL.

While the arrangement with WJSV was made with the consent of WMAL, it was seen as a possible wedge for a second CBS outlet in the Washington area, especially since CBS sought the booster largely because of its inability to get more hours on WMAL.

Before denying the application, the Commission, by a 3 to 2 vote, rejected the Lafount proposal that the application be granted. Mr. Lafount proposed favorable action upon terms which would prescribe that the exact location of the station be subject to Commission approval; that the equipment be the most modern available; that it be required to operate on 860 kc. and be synchronized by wire with WABC; that the maximum power be 250 watts; that the Radio Division of the Department of Commerce check carefully the effects of the operation and the Engineering Division of the Commission make additional surveys, together with other checks and reports every 60 days by CBS; and that no assurance be given CBS that a renewal license will be issued. The granting of a renewal would have depended upon the apparent necessity for continuing the experiment.

EVERY bed in the nineteenth unit of Mount Sinai Hospital in New York City has a "radio pillow" made of rubber in which a receiving set is so arranged that the patient can listen to the broadcasts without raising his head.

CLASSIFIED
ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Position Wanted

Present general manager of 1 kw. station, former director of other stations, seeks position in Sales Department of active Broadcaster. Anxious to again be active in Sales solicitation. Qualified and experienced. Only reasonable compensation expected and will gladly contribute to development work. North or Western location desired. Address Box 2, BROADCASTING.

The HAY•ADAMS House
WASHINGTON, D. C.
(Opposite White House)

HOTEL—APARTMENT

Reservations Now Being Made

From one room and bath to 7 rooms and 3 baths.
Electric refrigeration, running ice water.

TRANSIENT TARIFF

Single Rooms from..$4.00
Double Rooms from. 6.00
Larger Suites in Proportion

NATHAN SINROD,
Manager

" - - consistently pleasing the larger audience on

KSTP"

10,000 WATTS

100% Modulation

▲

Full Time Schedule
19 Hours
Daily

▼

Listeners in the Twin Cities and adjacent Northwest rural and urban communities depend on KSTP for their principal radio entertainment. The famous Weber and Fields comedy team is one of the many outstanding features presented by this station.

Day and night throughout the year, the larger radio audience in the great Twin Cities and surrounding Northwest market listens most to KSTP because this station broadcasts by far the heaviest schedule of the outstanding entertainment features. Such listener approval assures a better response to the advertising message. It will pay you to add KSTP to your sales staff right now.

▲

STUDIOS
Hotel Radisson
Minneapolis

St. Paul Hotel
St. Paul

▼

SAINT PAUL—MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION